

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

186 Madison Avenue, New York City

Vol. CXV, No. 5

New York, May 5, 1921

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4,200 California Women are Students of this Pennsylvania School

OHIO, with 5,500 women enrolled, is fourth on the list of states. The three having a greater number of students are Pennsylvania with 8,700; New York with 7,700 and Illinois with 6,300. These women, with 6,000 from Canada and 75,000 others from the remaining 43 states and 38 foreign countries, make up the cosmopolitan student body of the Woman's Institute, of Scranton, Pa.—the world's largest educational institution for women.

Just after celebrating its fifth birthday, a few weeks ago, the Institute transferred its organization of 600 people into the splendid, new, specially designed and constructed building shown above.

Each month 40,000 women write to the school for information about its courses and service. And from 3,000 to 5,000 enroll as students every thirty days. During the year 300,000 lessons are received, corrected and returned, to women the world over, who are learning dressmaking, millinery and cooking through the Institute's home-study courses.

From the very beginning, the Woman's Institute has been a client of Advertising Headquarters. And we are proud of our connection with the progress of this worth-while institution which has been so entirely and successfully built upon real service and good advertising.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

PLATITUDES
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and then—

an oasis in the desert —

The Interrupting Idea—

the idea so original yet so true, so fundamental yet so new, that it *interrupts* inattention, overcomes inertia, makes the reader *want* and want to *buy*.

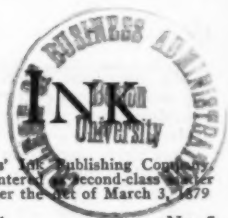
Is *your* advertising an oasis in the advertising pages? Federal will discuss it with you, without obligating your company.

FEDERAL Advertising Agency, Inc.
 6 East 39th St. New York



PRINTERS'

Registered U. S. Patent Office



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VOL. CXV

NEW YORK, MAY 5, 1921

No. 5

Will the Catalogue Lead Selling Out of the Wilderness?

Turn of Business toward That Method, as in Case of Marshall Field, Suggests Need of Its General Application

By G. A. Nichols

IF there is one thing above another that the average manufacturer or jobber needs right now it is to learn enough about advertising to enable him to tell his customers his selling story effectively through a catalogue.

This sounds like an awful chestnut.

But analyze business conditions, see things as they actually are, contemplate the numerous concerns sweating blood in an effort to cut selling cost, note the eagerness with which many firms are looking toward the catalogue and the absolute truth of the assertion will be evident.

We may as well do a workman-like job while we are about it and note the additional fact that cataloguing is the one branch of advertising that most concerns selling to retailers know little about. In reality only a comparative few know anything about it. If anybody regards the latter declaration as too radical, let him look about him. He will see any number of solid concerns that have been in existence for fifty years or more, but whose merchandising story never has been adequately told between two covers.

The catalogue has been with us in more or less—generally less—effective form for lo, these many years. But only now in this year of grace 1921 is it being regarded for what it actually is.

A dilettante statement? An utterance superficial, pretentious and

affected? Not if it is considered in connection with the real needs of the hour and with what is actually going on and being attempted in advertising.

PRINTERS' INK, after an investigation of several weeks, taking in the experiences of businesses great, medium sized and comparatively small, sees a decided trend toward a more general use of the mails for selling purposes. And it is but expressing the composite opinion of a number of leading firms whose knowledge has been gained by costly experience when it says the catalogue, generally speaking, offers the one best way out of the present extremity.

The need exists because upon the selling end, rather than upon the manufacturing, rests the burden of cutting the laid-down cost of the article. Just one instance out of many will suffice to make the point clear:

A manufacturer of work clothing, whom it would not be fair to mention here by name, tells PRINTERS' INK confidentially that he can buy a certain grade of work shirts for less than it costs him to make them. His manufacturing cost on the item is \$7.25 per dozen, whereas the distress stock of a rival manufacturer in the same grade of goods is available for \$6.25 per dozen. There have been three failures in his line. And other manufacturers who are trying to stave off failure are eagerly accepting almost any price for their

goods, their one object being to get money at any cost, with all considerations of profit swept aside.

This particular manufacturer is financially sound. He has plenty of money. Yet these distress stocks of goods hit him right where he lives.

Look at the thing any way he will, he is in for a loss, as there is no argument at all over the necessity of his having to meet the lower prices. Of course the distress stocks will not hold out indefinitely. But for the time being this manufacturer has to look about himself sharply to find ways and means of keeping his loss as low as possible. This means among other things that the selling cost has to be reduced.

When it was suggested to the manufacturer that he try the catalogue method of selling, he registered instant approval of the idea, but expressed the fear that the catalogue was not for him—a comparatively small producer of merchandise—but rather for the great mail-order houses.

The outcome was that he took the matter up with his advertising agency which, fortunately for him, is one possessing the vision to see and the ability to do. A modest catalogue is in the works. It will cost much less than the road-selling force and will cover about ten times the territory. It will reach small points that the salesmen would hardly find it profitable to "make."

If a catalogue will sell goods for this man now—which it will—why couldn't it have done the same thing for him last year and five years ago? It could. His failure to use it is due to the same cause that has kept and is keeping manufacturers all over the country away from the catalogue. It shows that one of the basic principles of successful advertising is known to the majority of advertisers mainly by hearsay.

Even in prosperous times it was recognized that the road-selling system was inherently weak in that it did not and could not squeeze dry the concern's selling opportunities. Scores and hun-

dreds of smaller stores whose purchases would be tremendous in the aggregate were visited by salesmen only periodically because the cost per visit would be too great. Right here we see one of the main reasons for the success of the jobbing houses selling goods by mail.

INCREASED EFFICIENCY OF MARSHALL FIELD'S CATALOGUE

It is largely in recognition of this latter principle that Marshall Field & Company, wholesale, of Chicago, are turning toward the catalogue on so large a scale. Marshall Field's move, which has been in process for some time, and which will be news to advertising men in general, is one of two significant developments in the catalogue proposition that are bound to have widespread effect when generally known. The other is the action of Butler Brothers in calling in their road salesmen and in applying their entire selling pressure through the catalogue—the idea upon which the house was founded.

Field's wholesale house has been so widely known among sales and advertising managers for its elaborate road-selling system that its gradual acceptance of the catalogue idea has been almost unnoticed. In addition to general road salesmen, Field sent out specialty men galore. *Printers' Ink Monthly* once related how seven of them, selling goods ranging from handkerchiefs to furniture, met one morning in a South Dakota town.

It was generally believed that Field had little to do with the catalogue way of selling. But to-day Field is using more catalogues than perhaps any other wholesale house in the country, with the exception of Butler Brothers and the American Wholesale Corporation, of Baltimore. The two latter are pre-eminently catalogue houses. Among the big concerns whose main dependence has been upon road-selling organizations, Field unquestionably stands first in the use of catalogues to sell goods.

Field has been driving toward this condition for several years.

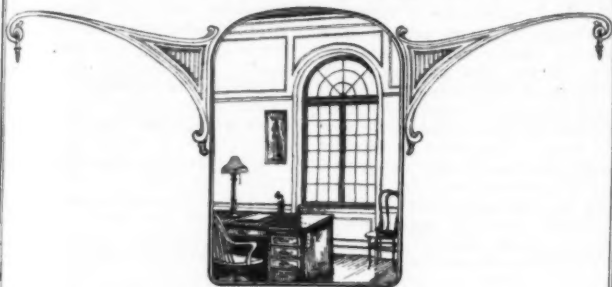
May 5, 1921

May 5, 1921

PRINTERS' INK

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THE CHARACTER OF OUR CLIENTS INDICATES THE CHARACTER OF OUR SERVICE



DURING the past ten years the number of our accounts has grown from less than a dozen to over seventy. Their present wide diversity is such that we have found it advantageous to group and serve them by Divisions of similar but non-competitive enterprises. The following is a representative Division.

OFFICE SUPPLIES

H. S. Crocker Company
Eastern Manufacturing Company
Findex Company
Liberty Paper Company
National Paper Products Company
Office Specialty Manufacturing Co.
Royal Typewriter Company

Office Supplies
Bond and Ledger Papers
Office Equipment
Liberty Tape and Moisteners
Paper Products, Towels, Sop-O-Zon
Office Furniture and Filing Systems
Typewriters

In addition to Office Supplies, our account Divisions are as follows:

Food Products and Confectionery
Household Articles
Proprietaries and Druggists' Sundries
Industrials
Farm Equipment and Supplies

Banks and Bankers
Building Materials
Petroleum Products
Public Service and Municipal
Miscellaneous

THE H.K. McCANN COMPANY

Advertising · 61 Broadway · New York

CLEVELAND

SAN FRANCISCO

TORONTO



May 5, 1921

May 5, 1921

PRINTERS' INK

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At the head of that business there are some smart men who are never too old to learn and who make a specialty of looking far ahead and preparing against such eventualities as their keen intuition may cause them to expect.

William H. Mann, general manager of Field's, climbed into that place via the sales manager's desk. With the wider perspective of his more important position he could see clearly that selling costs were too high. The result is revealed to-day in the company's general use of catalogues—a development that was not forced, but that came naturally from the application of logical selling laws.

Field's catalogue system, in opposition to that of general merchandise houses selling by mail, involves the use of individual books for different departments. It has separate catalogues covering such branches as notions, furniture, upholstery, ready-to-wear, household specialties and others.

Catalogues are sent out to hand-picked mailing lists—the process of making the list was told in *Printers' Ink Monthly* for April—and are used to supplement and make more profitable the work of the salesmen. Also, they make possible the regular "drumming" of isolated stores that it might not be feasible to visit regularly.

The natural effect will be to reduce the net selling cost, even though the road sales force is not reduced any further. Anything that increases the sales volume is going to make the cost per sale relatively less. This is a principle that works out with equal facility in a cross-roads country store or a great manufacturing-jobbing establishment.

It is hardly proper to repeat gossip here. But one of the company's specialty men, who from the nature of his work, is on the road only about four months per year, remarked not long ago to a friend of the writer that his good thing was about over—like-wise those of several of his associates. He meant that thereafter he would have to give more for his dollars.

About three years ago, when

of catalogues to sell goods.
Field has been driving toward this condition for several years.

things were humming, and when the manufacturer or distributor could look down with toleration upon ordinary mortals who humbly desired to open negotiations to get something to sell, *PRINTERS' INK* told about Butler Brothers supplementing their catalogue by putting road salesmen to work. The idea was that a catalogue issued month by month could not possibly sell retailers who wanted to buy their goods in advance. A big dry goods man, it was reasoned, naturally was unwilling to wait for the coming of the midsummer catalogue that would tell him what was what about fall goods. He wanted to know about this during the preceding winter or spring.

BUTLER BROTHERS' EXPERIMENT

The same reasoning applied to other lines of goods, and Butler put out salesmen for various specialized lines that need not be mentioned here.

The thing was an experiment, as a Butler official frankly admitted to *PRINTERS' INK* at the time. But it was an experiment that such a great, rich and progressive establishment could well afford to make, inasmuch as it would establish once for all just what the catalogue could do.

The experiment has worked out in a decisive way that ought to help the American business concerns in general to give cohesion, firmness and compactness to their policies in the present selling famine.

In a word the catalogue has proved its powers to sell goods for less money than would be the case under any other system.

The specialty salesmen were transferred to other departments of the business and Butlers' selling hereafter will be done exclusively from the printed page. Missionary work on behalf of the catalogue will be done by a road force of development men, which system has been in force at Butlers' for many years. It has been said by the uninformed that these development men are really salesmen in disguise or under another name. They are salesmen in

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Interest and Confidence

The volume of mail which we receive from our subscribers increases steadily. It's surprising the number of subjects they write about, and we welcome their letters as an indication of their confidence in us—and of the opportunity for us to be of service to them.

The addition of a Children's Department as a regular feature of our magazine will broaden our field of service to both our subscribers and to advertisers.

Our Pattern Department shows an increase of over 300% in orders for the month of March, 1921, over the month of March, 1920.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

the same broad sense that practically everybody around a great business is a salesman. They talk up the house, its policies, its goods. They instruct a retailer in the use of the catalogue and call his attention to timely offerings. They counsel with him over his troubles. They render him service in a great number of ways. But they do not solicit orders. That is the difference.

Butler Brothers, it may be said here, did not expect to find the catalogue lacking. But they wanted to know beyond all doubt if the catalogue was insufficient for the general selling needs of the house. And in proving the catalogue's power the company has accomplished something, not only for itself, but for American business in general.

How is the average house going to avail itself of the experience gained and lessons learned by Field and Butler? How is it going to apply this technical branch of advertising to its needs?

There is no room here for a text book presentation regarding the art of cataloguing. This is a function of *Printers' Ink Monthly*. In every issue of that magazine are articles discussing authoritatively the "how to" part of making a book that will sell goods. But it is allowable to say here that cataloguing is by no means the mystery that it has been pictured.

Advertising, like everything else, has to have sufficient time to grow. And this is a branch of advertising that, except in a few notable instances, has not had a chance as yet to demonstrate. The story will be different ten years, or even five years, from now.

Meanwhile, hardly anybody selling goods to retailers need deprive himself of the advantages of this kind of selling in some form or other. A catalogue to suit an individual business cannot be created over night. If it is to be something more than an album with pretty pictures of goods, it must represent an ideal that has to be built up to by degrees.

Earl Newton, a Chicago manufacturer's agent who handles the

output of several concerns, has the right idea.

A while back Mr. Newton had to get quick distribution for a Wisconsin aluminum-ware factory. The market was declining. Competing firms had cut the price down to bedrock. It was necessary for Mr. Newton to go them one better if he were to accomplish what he wanted to do.

Here was a job Newton's efficient field-selling force could not do. It could not do it quickly enough for one thing, or inexpensively enough for another.

Instead of sending the salesman around to sell the aluminum, therefore, Newton sent the aluminum to sell itself. To each retailer or department store buyer on a selected list of several hundred he sent by parcel post a sample piece of the ware. A letter explained that the sample had come along in order that the buyer might see for himself just what the ware was. He knew aluminum, of course, and so could judge for himself whether the price was right. An invoice for the sample was enclosed. Would he please pass this through for payment? Or, if he did not want the piece, would he return it at Newton's expense?

The thing went over. The price was such that nobody made a great deal of money. But money wasn't the object just then.

This is an improved kind of sampling. It also is cataloguing in its elementary form.

A catalogue does not have to be a 1,500-page book, like that put out by Sears-Roebuck. It can be, or at least can start as, almost anything in the way of mailable printed matter that can sell goods.

Jacob Epstein's first catalogue was a circular letter.

Edward B. Butler's was a postcard.

Commerce Motor Car Co. Advances G. D. Wilcox

The Commerce Motor Car Company, "Commerce" trucks, Detroit, Mich., has made George D. Wilcox, who has been sales manager of the company, general manager. Orville Coppock has succeeded Mr. Wilcox as sales manager.

Were you marooned on a desert isle, and allowed but one newspaper, which one would you choose?

The local paper, of course, because you are most interested in the people you know.

To reach Brooklyn people use a newspaper local to Brooklyn.

Most advertisers use the Standard Union anyway.

R. F. R. Hulsman

Getting a Product Past Its "Suspicion" Stage

The Free Trial Has Helped, But the "Free" Part Should Be Restricted

BURNS-HALL ADVERTISING AGENCY
MILWAUKEE, WIS., April 17, 1921.

Editor of PRINTERS' INK:

HAS PRINTERS' INK ever carried a story that gave a concrete example of a product being "put over" against strong sales resistance by means of a definite, free-trial offer?

To be more specific—the product, one of the strongest merit, a high-priced device that might be classed as an accessory. Weakness from sales standpoint; its important engineering principles difficult to grasp, in advance, by average layman, and, in addition, high price. Advantage—instant appreciation by the user once it is given a fair trial. This appreciation is so strong that users are really its best salesmen.

It strikes me that PRINTERS' INK, some time in the past, carried a story describing the solution of a similar problem. A definite free trial offer, used to the limit in advertising and by salesmen, would seem to be a logical method. Are there parallel examples to point to?

BURNS-HALL ADVERTISING AGENCY,
N. L. TELANDER.

A FREE trial offer has been a vital part of numerous advertising campaigns that have been described in PRINTERS' INK. As a rule, however, the free trial tender is only a part of the merchandising plan, and for this reason can rarely be given the entire credit for whatever results may be achieved.

A liberal free trial proposal has been found very helpful in getting products past their "suspicion" stage. In the selling of what they call "new-fangled contraptions" to farmers, especially through the mails, the offer to put the thing out on trial has frequently overcome the opposition to the sale. Many articles of machinery, such as cream separators, mills, gasoline engines and incubators, have been sold on the trial plan. There is no question that the use of this method figured in establishing the business of many of these concerns.

The free trial plan, however, was found so effective that gradually the idea was overworked. Advertisers vied with one another

in shouting the word "free." So many extravagant claims were being made on every hand that the free trial proposition had lost its potency. Publications finally found it necessary to censor such copy.

After this the free trial as a sales device was put on a saner basis. Many companies made conservative trial offers, which helped considerably in establishing their reliability and in winning goodwill for their products. When the war came, though, bringing as it finally did a generally oversold condition, and with it the necessity for conservation of materials and shipping space, the free trial was almost entirely abandoned.

Now, however, the trial idea is again creeping back into advertising copy. The tendency, though, is to restrict the "free" part of it. Experience has demonstrated that this is the best policy. Where the words "Free Trial" are played up too glaringly, products sold this way do not always stay sold. Persons without a real desire for the goods will order out of idle curiosity. As a result the percentage of merchandise returned was large, running up in some cases to 50 per cent. A number of advertisers have successfully forestalled the curiosity-seeker by getting payment in advance, or at least part of it. This plan, or some modification of it, has been employed by a large number of mail-order manufacturers. This method of handling the trial, however, is being complicated by the freedom with which a number of manufacturers are now offering to sell on the instalment plan. The A. J. Kirstin Company, of Escanaba, Mich., advertises that it will ship its stump puller on thirty days' trial, and in addition allow six months to pay for it. The Mead Cycle Company will give twelve months to pay. The Ottawa Mfg. Company is offering

Who Is the Best Salesman of Farm Paper Space in America?

The best farm paper space salesman in the country is wanted by us to succeed Mr. John E. Ford, our former advertising director whose death was recently announced.

The man will not only need to be a space salesman, but must be able to direct our district representatives and take entire charge of the advertising department. The matter of remuneration is secondary to the man himself.

While we are trying to personally interview all those who believe they can successfully fill the position, we would prefer to have them first write to our publisher,

Mr. R. B. Campbell.

In the letter feel free to give us, in confidence, any information we should have. We will be glad to return the letters if we are asked to do so.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

190 N. State Street
CHICAGO

was found so effective that gradually the idea was overworked. Advertisers vied with one another

The Mead Cycle Company will give twelve months to pay. The Ottawa Mfg. Company is offering

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its log saw for cash, on trial or on the easy-payment plan. Such propositions are becoming fairly common in the agricultural press. Several houses, while making their offers liberal as to giving free trials and extending the payments over a term of months, name such generous inducements for cash that most buyers will automatically decide to buy that way. The large general mail-order houses have used the free-trial plan scarcely at all, but have substituted for it the offer to take back instantly merchandise that is unsatisfactory and to return the money without any quibbling.

While not figuring in the advertising, the free trial has long been an important factor in selling office appliances. The salesmen, in their preliminary work, strive only to get the machine in on trial. They have learned from experience that is the easiest way to make a sale. The average business man is not inclined to buy an unknown device without making sure that he needs it and can use it profitably in his work. In the early stages of a machine's development, a very large percentage of these put out on trial will come back. A certain company informs us that at one time only one trial machine out of thirty was sold. Gradually, though, as the article becomes better known, the percentage of sales increases, and when the machine becomes thoroughly established and is accepted in every office as a necessity, the free trial grows less important as a factor in the selling plan. Some organizations are so keen to get their machines in on trial that they pay their salesmen for making such installations. As a rule, though, salesmen so thoroughly appreciate the sales value of a trial that they will fight for trial installations without any extra compensation. This is so true that some of the Burrough's Adding Machine Company territorial salesmen paid the junior salesmen under them for getting a machine in on trial.

To sum up, we would not hesitate to use the free trial plan in a mail campaign if the product

were of such a nature that it needed demonstration to be appreciated. This offer should, however, be only incidentally employed as part of the sales plan, and it should be so restricted that persons who are not genuinely interested in the product would not be allowed to order on a mere whim.

We would offer a broad free-trial proposition only as the last recourse. First see if other methods will not do just as well. As we said on another occasion: "Everything is done to get goods into the hands of the consumer with the hope that after they get there they will sell themselves. This is wrong. We hold that the free-trial plan is used in some lines where it doesn't have to be used. In other lines it is used longer than is necessary. Some houses play it up more sensationally than they are obliged to. Many concerns give a free trial, not because they want to, but because their competitors do."

Finally, it should not be forgotten that a free trial can often unsell a product as well as sell it. Supposing a man bought a player piano on trial. It may take him months to learn to play it properly. In the meantime, he is likely to lose his enthusiasm and send the instrument back. If the sale had been outright, he would have kept it, and after he had acquired the knack of operating it skilfully would be glad he did keep it.

The same thing applies to other products. Take an incubator, for instance. Many things can go wrong before the chicks are hatched, and the incubator will not be responsible, either. But the owner is sure to blame his carelessness on the incubator. If it is on trial, it is not given a fair trial and may be returned to the manufacturer needlessly.

For this reason it will often be discovered that what the buyer wants is not a free trial, but more thorough instruction in operation.

In many cases it will be found that stronger advertising, better methods of cataloguing and more intensive selling all around, will make a free trial unnecessary.—
[Ed. PRINTERS' INK.]

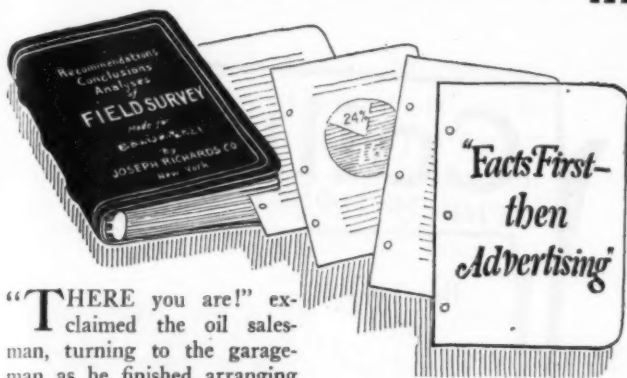
May 5, 1921

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PRINTERS' INK

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The Story of A 4 oz. Bottle of ?



"THERE you are!" exclaimed the oil salesman, turning to the garage man as he finished arranging a dozen 4-oz. sample oil bottles on the table. "Now pick out—as you claim you can—the bottle which contains the highest quality lubricating oil."

Without hesitation the garage owner—an experienced oil man—selected a bottle filled with the glitter of liquid sunshine. "That's the best oil by a long shot," he said with conviction.

Thereupon the oil salesman broke the seal on the bottle, took out the cork and drank

its sparkling contents of *corn syrup!* . . .

Individual *opinions*, although based on wide experience, often lead business men into error. *Surface* marketing conditions are not always true marketing conditions. "Corn syrup" fallacies often fail to sugar the sales plums.

Don't be satisfied with thinking that your merchandising plans are right. Know they are right. Get unbiased facts from unbiased sources on every angle of your market.

A Richards "Book of Facts," made to your order, is unbiased to the 'nth degree. Let us tell you how a Richards "Book of Facts" is prepared.

JOSEPH RICHARDS CO.

INCORPORATED

Est. 1874

Advertising

NINE EAST FORTIETH ST. - NEW YORK

RICHARDS

The recent debates in Washington on immigration were substantially the same as in previous Congresses. They expressed all the old hopes and fears; the old familiar arguments were used.

But today there is hardly more than a trace of the old-time immigration.

It used to cost no more than \$30, sometimes as little as \$10, for an immigrant to get from Hamburg to Chicago. Now it costs around \$130 for one to get no farther than New York. That extra \$100 has caused one of the most profound changes in years in the raw material of America's present and future.

If immigration has changed—and it has—the average American wants to know how it will affect him in his industrial and social life. It is told for the first time in Collier's for May 7.

Collier's
THE NATIONAL WEEKLY



Mr. R. J. Burke



Consumer Advertising Would Tremendously Help Good Products Like These!

HERE are a number of first class products represented in Baltimore by Mr. R. J. Burke of G. A. Fredericks & Co.: Trade Mark Ham, Sugar Loaf Pumpkin, Sugar Loaf Sweet Corn, Sugar Loaf Peas, Logan Brand, Goodwin's Best Apple Butter and Best Cherry Preserves, Treasure Sardines, Tuna Meat, Tuna Olive Oil, Malt Syrup, Monogram Brand of Evaporated Apples, Sweet-Nut Jumbo Salted Peanuts, Mira Herrings, Royal Rice, Valley Hops, Arctic Evaporated Milk, Griggs Pure Honey and B. & G.'s Pancake & Waffle Flour.

It seems deplorable that the manufacturers of such excellent products should, after giving them first class selling representation in this market, stunt their progress by withholding the essential support of consumer advertising. Quite true, a fair distribution has been secured for these brands, but nothing like what they could enjoy were Fredericks & Co. not handicapped by the fact that these goods are practically unknown to the Baltimore public.

The manufacturer who wants the bulk of Baltimore dealers to stock his goods as well as the bulk of Baltimore consumers to use them, and who, in other words, is after the **BIG RETURNS** that this market can yield, has got to support his merchandising with **INTENSIFIED CONSUMER ADVERTISING**, reaching the buying people direct through such channels as the city's great Associated Press Papers, **The NEWS** and the **AMERICAN**, which, with more than 187,000 copies, daily and Sunday, will carry the message into practically every home in Baltimore and suburbs, circulating into every nook and corner of the State of Maryland and going into nearby portions of the adjoining States as well.

Cultivate Baltimore intensively and it will yield abundantly! Meanwhile to those interested in Honey, Jams and Jellies, Syrups, Pancake Flour, Canned Milk, evaporated and condensed, and other Canned Food Products, we will be pleased to send a copy of the investigations we have made along these lines in the Baltimore market.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

have a word
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Coca-Cola Company Uses Advertising to Help Enforce Court Decree

A Constructive Effort to Broaden the Validity of Trade-Mark Rights by Discouraging the Use of Nicknames

By John P. Wilder

ON December 6, 1920, the Supreme Court of the United States granted to the Coca-Cola Company a decree which the company properly regards as a very sweeping victory. Coca-Cola is declared to be "a single thing coming from a single source," which "probably means to most persons the plaintiff's familiar product to be had everywhere rather than a compound of particular substances." The name "Coca-Cola" has acquired a secondary meaning to which the company is entitled, and similar products, even though they may be made from coca leaves and cola nuts, cannot be designated by names so closely resembling "Coca-Cola" as to be likely to mislead the ordinary purchaser.

This, in all human probability, is the last word on the subject. The highest tribunal in the country takes the variegated brood of "cocas" and "colas" by the slack of the breeches (to speak metaphorically), and tumbles them into the discard. The public has a right to get what it expects to get, which is the product of the Coca-Cola company. And the company has a right to the profits which result from the exercise of the public's good-will. Both the public and the company have a right to

protection in the exclusive use of Coca-Cola as referring to that "single product from a single source."

All of which is final and conclusive, so far as anything can be final and conclusive which is

Good Names that win good will for Atlanta

Henry W. Grady!

The name links Atlanta to a great national epoch—the beginning of genuine good will between North and South. Whenever you may be in this broad land, mention Atlanta, and everyone familiar with American history will think of Grady; mention Grady, and he is instantly associated with Atlanta. He gave Atlanta a name that is a precious endowment.

Uncle Remus—just Chandler Harris!

All the world knows Uncle Remus. His stories have been translated into the language of every civilized people on the

globe. Through him the world has learned much of the charm of Atlanta and the South.

The Old Guard! They marched on as lions through city after city of the North.

They were welcomed with flags and shouts and joyous hearts.

"Lay down your arms, forget your hate; we come as brothers and as friends," they said. With the memory of this mission always fresh, the "Old Guard" is a name that is a symbol of Atlanta.



Coca-Cola!

Change your thoughts from berries in business. The good will of both reflects from good names. Coca-Cola! Advertised everywhere with the signature, "The Coca-Cola Company, Atlanta, Ga."

Sold everywhere as the favorite of beverages, every glass and every bottle establishing the fact of the incomparable quality of an Atlanta product. Constantly winning confidence—the good will on which greater businesses and greater cities are based.

It is this power of a good name that makes vital its protection

Nicknames rob a great name of some of the force with which it creates prestige. Nicknames applied to Coca-Cola, even as pet names, tend to take from it something of the character with which it holds good will. They encourage substitution and give apparent grounds for malicious attacks.

Is it not obvious why Atlantans, especially, always should call for Coca-Cola by its full name? It helps to insure the quality of your drink. It prompts a good name. It wins good will for Coca-Cola that is good will for Atlanta.

THE COCA-COLA COMPANY, ATLANTA, GA.

LOCAL EXAMPLES OF "GOOD NAMES" TO TEACH ATLANTANS TO SAY COCA-COLA

humanly ordained. But Bill Jones out in Nebraska, and Hank Smith down in Texas, to say nothing of their cousins and their aunts, are not in the habit of adopting the Supreme Court Reports for light reading, and have never heard

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that the nine gentlemen in black silk robes have handed down a decree for their protection. The tribe of Bill and Hank in general does not appreciate that it needs any protection in particular, and goes on right cheerfully demanding "coke" or "dope" or maybe "a


examiner he is likely to be about as helpful as a charge of TNT in the kitchen stove.

Now it is clearly obvious that not even the Supreme Court of the United States has the power to prevent the general public from applying nicknames to the objects

of its affection. Such a proceeding would be about as successful as finding an indictment against the East Wind. Courts do not make themselves ridiculous by attempting to do anything of the sort. But so long as the public habit persists with respect to Coca-Cola (and, be it noted, with respect to trademarked goods in general), it remains a more or less difficult matter to enforce adequately the decrees which the courts do lay down. Accordingly it becomes necessary, if the full, hundred per cent benefit of the decree is to be secured, to adopt some method of reaching the intelligence of the general public, and induce consumers, if possible, to stop using nicknames, and ask specifically for exactly what they expect to receive.


The Coca-Cola Company, therefore, is "following up" the court decree with a campaign of full-page newspaper advertising which attacks the nickname habit forcefully and directly. W. C. D'Arcy, president of the D'Arcy Advertising Company, writes to PRINTERS' INK:

"This name that has been before the public for the last thirty-five years, has had to run that strange gamut of American life—the gamut of nicknames. Nothing in this country escapes the application of slang. The American people love to nickname boys, animals, drinks, automobiles, cities




Would You Nickname Atlanta?


Some people are always trying to tell you so to know.




"Prize"—as the above person at the Golden Gate, they would look the sign of a prize.




"Filly"—as the above person, they would look the sign of a filly.




"Coke"—they would make the sign of the Coca-Cola bottle.




"Bottle"—as the above person, they would make the sign of a bottle.




"Coke-Cola"—they would make the sign of the Coca-Cola bottle.



"Coke-Cola"—they would make the sign of the Coca-Cola bottle.



"Coke-Cola"—they would make the sign of the Coca-Cola bottle.



"Coke-Cola"—they would make the sign of the Coca-Cola bottle.

Business build *—Products build business.*

Products, business and cities win *and hold their place with names.*

Real names are meant to radiate good will. *Nicknames are names that they sell to you.*

Would you nickname Atlanta?

Would you continuously impair the value of an Atlanta product with a nickname?

Coca-Cola: *Advertised everywhere with the signature, "The Coca-Cola Company, Atlanta, Ga." Sold everywhere as the favorite of beverages, every glass and every bottle establishing the fact of the incomparable quality of an Atlanta product. Constantly winning customers—the stuff with which business builds factories, homes, offices and institutions.*

A nickname for Coca-Cola is in a very real sense a nickname for Atlanta.

THE COCA-COLA COMPANY
ATLANTA, GA.

ANOTHER ADVERTISEMENT TO DRIVE HOME THE WORTH OF A NAME

shot in the arm" from the man behind the counter. The public's habit of applying nicknames to its favorite beverage is doubtless highly complimentary, and all that, but it proves rather embarrassing when it comes to enforcing the decree of the august tribunal at Washington. It is under cover of this genial habit that the flood of imitators is chiefly able to thrive, for it is extremely difficult to prove that the customer who asks for "coke" really wants Coca-Cola. You may be morally certain that he does, and so may he; but on the witness stand and in the hands of an intelligent cross-

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PRINTERS' INK

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and even churches, even though these nicknames frequently prove injurious. Applied to trade-marks, they strike at the very foundation of good-will value.

We have tried to shun nicknames for Coca-Cola. We have advertised extensively the lines, 'Ask for Coca-Cola by its full name; nicknames encourage substitutes.' We have had some success with that sort of advertising, but our task remained incomplete. We constantly find that certain types of manufacturers seek to capitalize these nicknames and reach consumers through the good-will of Coca-Cola.

"It occurred to us and the officers of the Coca-Cola Company that we might reach the consumer with a new and more forceful message on the mistake of using nicknames.

"It was discovered by the legal department of the Coca-Cola Company that all the nicknames for Coca-Cola that have spread to any extent were first applied in Atlanta, Ga., the home of Coca-Cola. Logically, then, the place to start in an effort to stop them was Atlanta. Whether it is a personality or a business, there is no influence equal to the influence that emanates from the home.

"We prepared six pieces of copy, and we started the series the week of April 11, using each of the three daily papers once a week for six weeks. It is too early to say we are satisfied with the results, but we have ample evidence that we have not been dreaming and that we are shaping fundamentals.

"The facts are that we have attracted the attention of those who think, and we have not missed the men and women who read while they run.

"We do not claim any particular vision in the matter, but we do believe we have added a constructive page to the lexicon of trade-marks, that we have helped to fortify good-will as an asset in the development of business."

As may be seen from the reproductions, the copy is particular in its appeal to the locality, and does not go into legal technicalities,

which would not be widely understood anyway. But as Mr. D'Arcy says, the experiment represents a really constructive effort to broaden the validity of the Supreme Court decree, and it should prove suggestive to other manufacturers who are troubled with the nickname habit.

National Portland Cement Account with Fred M. Randall Co.

The Fred M. Randall Company, Detroit, has secured the accounts of the National Portland Cement Company, of that city, and of the Northern Theatre Company, of Highland Park, Mich.

A list of business papers is now being made up for the National Portland Cement Company. A newspaper advertising campaign will be undertaken later.

A list of Michigan daily papers is being made for a campaign for the Northern Theatre Company.

The Randall agency is sending out orders to women's publications and to mail-order publications for a fall campaign for the World's Star Knitting Company, Bay City, Mich.

Stamping Company to Advertise

The International Stamping Company, Chicago, is planning a business paper and direct-mail campaign in the interest of its tire carrier. Copy will be placed by the Hertz-Hadley Company, Chicago advertising agency. Another account just secured by Hertz-Hadley is that of the Francis Cropper Company, Chicago, maker of "Rasbo," a soft drink. Newspapers and direct-mail will be used.

Three New Accounts with Pittsburgh Agency

The Richard S. Rauh Company, Pittsburgh, Pa., has secured the advertising accounts of Bennett, Hollander & Lewis, makers of "Stag" trousers; Alexander Gallerani Co., manufacturer of "Wheat Buds," and the Englert Manufacturing Company, maker of "Dragon" storage batteries. All of these companies are located in Pittsburgh.

Simplex Heating Account with Seaman

The Simplex Heating Company, Cambridge, Mass., has placed its advertising account with Frank Seaman, Inc.

The Simplex company manufactures a number of electrical stoves and ranges, as well as other electrical heating apparatus. An extensive advertising campaign will follow a merchandising survey.

New Gillette Razor to Be Marketed and Advertised

The Gillette Safety Razor Company will put a "new improved Gillette Safety Razor" on the market this month and will advertise the new product nationally. In newspaper copy the company has already said "On May 16 the Gillette Safety Razor Company will announce a new triumph of American inventive genius."

The leading features of the new razor are given as follows: (1) Fulcrum Shoulder; (2) Overhanging Cap; (3) Adjustable Short Flexure; (4) Channelled Guard, and (5) Micrometric Precision.

Concerning these features the Gillette company has said:

"The fulcrum shoulder and overhanging cap provide straight edges acting on the blade to produce an adjustable short flexure, which results in a straight and extremely rigid shaving edge in all positions of adjustment.

"The channelled guard underlying the adjustable blade edge enables the adjustment to be changed without sensibly altering the angle at which the razor is held in shaving, and also leaves the entire edge free to the beard while guarded from the face.

"All parts are made with micrometric precision in strict conformity with measurements determined by Gillette technical experts after exhaustive research and thousands of shaving tests.

"As a result of these new features, the new improved Gillette Safety Razor is the finest shaving instrument ever produced. The distinctive diamond knurling is used exclusively on the new improved Gillette Safety Razor."

The prices of the new razor will range from \$5 to \$75. The blades used in the razors at present on the market will be used in the new razor.

Sales Manager for Sharon Pressed Steel Co.

Russell B. Reid, for several years past with the Edw. R. Ladew Co. as assistant sales manager, has been made manager of sales for the Sharon Pressed Steel Company, of Sharon, Pa., manufacturer of motor car frames, industrial trucks and pressed steel automobile parts. Mr. Reid will direct the sales of the company from the New York office.

Willard Fairchild Joins Hoyt's Service

Willard Fairchild has joined Hoyt's Service, Inc., New York, as art director. He was previously connected with the Amsden Studios, of Cleveland, as supervisor of production and layouts. Previous to this Mr. Fairchild served as art director of Fuller & Smith. He did free-lance work in New York for a number of years.

Ruggles Motor Truck Co. Appoints McKinney Agency

The organization of the Ruggles Motor Truck Co., Saginaw, Mich., incorporated with a capitalization of \$2,000,000, has been completed.

Frank W. Ruggles, who was formerly president and general manager of the Republic Motor Truck Co., Alma, Mich., is president of the new company.

The other officers are:

W. J. Wickes, vice-president; Ezra L. Smith, secretary; Walter C. Hill, treasurer, and Charles T. Kerry, assistant treasurer.

The McKinney Company, Chicago, has been selected to handle the advertising account of the Ruggles Company, and will inaugurate an advertising campaign in which national periodicals and newspapers will be used, in the near future.

The Ruggles Company expects to have its first truck models ready for showing in July.

Big Increase in Orange-Crush Advertising

The Orange-Crush Company of Chicago has completed final plans for its 1921 advertising campaign and is announcing them to its trade in a circular letter. The campaign, which will be placed by the William D. McJunkin Advertising Company, is the largest and most elaborate the company ever has had, the appropriation being much in excess of the large amount spent last year. Copy will appear in newspapers in every territory where the company has secured sufficient distribution to justify it and also in twenty-three general periodicals. One interesting departure will be two poster showings, each lasting thirty days, in practically every city and town of any importance in the United States and Canada.

Waldemar Kaempffert Made Officer of Logan Agency

Waldemar Kaempffert, editor of *Popular Science Monthly* and formerly managing editor of the *Scientific American*, has been elected a vice-president and director of Thomas F. Logan, Inc., advertising agency, of New York. Mr. Kaempffert has served for twenty-four years on the two publications named. His successor as editor of *Popular Science Monthly* has not yet been announced.

Shipping Board Campaign in Country Newspapers

The Advertising Agencies Corporation, New York, plans to send out copy to country weekly and daily newspapers for a United States Shipping Board campaign within a short time. It is expected that some 8,000 country newspapers will be used in this campaign, which will cover a period of three months.

May 5, 1921

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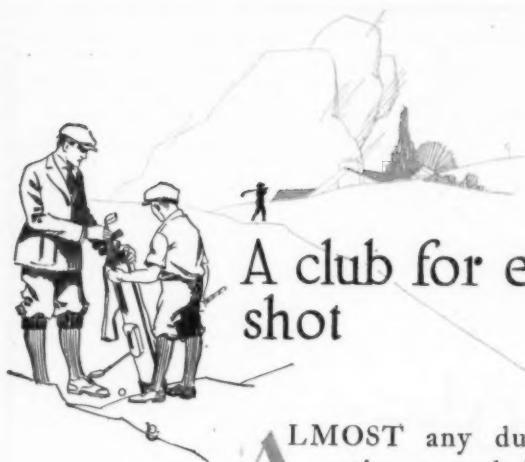
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No!—

Hard Times
are not coming
—just *Soft Times* going

"In Philadelphia nearly everybody
reads The Bulletin"

Daily circulation over a
half million copies



A club for every shot

ALMOST any duffer can swing around the course with a single club, dubbing drives, lifting fairway divots and bringing home a century-mark or more for final score. But the finished golfer needs a club for every shot—a studied judgment of approach or putt before the club is chosen.

Likewise, in advertising, upon the selection of the proper mediums depends the test of judgment—the difference between the listless layman and the efficient expert. The results of advertising—like results in golf—are marked by

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

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the choosing of the proper tool and then its skilful use.

From among the Associated Business Papers you can hand-pick prospective clients in each important field—you can aim and direct your message at a massed buying power along well controlled and tested lines—and better still, you have a source of facts and figures to back your ability as to choice and judgment as to fields. Both advertiser and agent alike can confidentially obtain our help without obligation to the Association or its individual members.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.



Headquarters 220 West 42d Street - NEW YORK
53 different fields of industry

Balloons

Fill a toy balloon with air. It will expand to its natural size.

Puff harder and harder, blow it larger and larger until it reaches the point where air pressure becomes too great.

What happens?

It bursts.

Exactly what happened to the manufacturer's market.

A short time back everyone was making money. Everyone was spending it. Credit was easy—capital plentiful. Sales rose to undreamed-of heights, and industries were swollen beyond all healthy proportions.

And then what happened. Exactly what *would* happen to such a market. It broke.

But mark this: it was an *artificial* market that burst—not a *natural* one. The abnormal demand could not last. A normal demand is still there and always will be there. But it must be strengthened, stabilized, encouraged.

Through advertising—advertising concentrated on a *natural, steady* market, where normal demand can be created and sustained.

You can find just such a market in Chicago where The Daily News, with a circulation exceeding 400,000 daily, delivers you a healthy, responsive, steady market among over 1,200,000 buyers.

The Daily News

First in Chicago

y 5, 1921

Promoting a Tasting Campaign on a National Scale

Welch Grape Juice Co. Asking Grocers to Give Customers Taste of Grapelade "On the House"

By Martin Hastings, Jr.

ISN'T it strange that old-time, intensified sales methods were not more extensively used in getting rid of the "frozen" inventories that have been blocking the path of business for the last year? The public was supposed to be on a buying strike. Well, it was, but I have never yet seen the consumer so set against purchasing that she would not respond to a sale. A sale, legitimately and energetically conducted, in a spectacular manner if necessary, will always move goods. I have repeatedly seen a mountain of badly assorted merchandise, of dubious vintage, quickly converted into cash by the use of aggressive sales methods.

True enough, the sale has been in bad repute because of its widespread abuse in years gone by. The sale was regarded as putting merchandising too much on the price plane. It neglected the many reasons why people should buy and put most of the emphasis on price, on cheapness rather than on quality or utility.

Nevertheless, the sale is a legitimate device, when there is a real reason for it, and the values offered are genuine. Of course sales of this kind have been held rather widely during the past year, but in view of the quantity of merchandise to be moved, isn't it surprising that more manufacturers have not fostered campaigns of this character?

It is a mistake to assume that a sale need put all its stress on price. A sale is really a drive, in which several selling methods may be concentrated toward the accomplishment of a certain end. Advertising, direct-mail, window displays, store arrangements, demonstrations and sampling can all be used in focusing the attention of buyers on the goods that are being

pushed. By the use of these methods or a combination of any two of them, the usual turnover of a product can be vastly accelerated. This can be done anytime, whether there is a buyers' strike on or not. People are never hanging on to their purses so tightly that they will not answer to a sense appeal.

LAST YEAR'S EXPERIMENT WAS SUCCESSFUL

The Welch Grape Juice Company is working on these principles in a Grapelade tasting campaign, which it has recently started. The same plan was tried on a wide scale last year, and turned out so well that it is being undertaken again this year even more extensively. The paraphernalia of the campaign consists of a demonstration outfit and two displays, one for the window and another for the tasting table in the store. The demonstration is self-operating—that is, it is a help-yourself-affair. The retailer sets a table prominently in his place of business. On it are spread invitingly a few paper doilies, four glasses of the products being demonstrated, a pile or two of booklets, a number of spoons, a glass bowl of Grapelade, and in the back, dominating the exhibit, is a sign reading:

"Help yourself
to a Taste of
Welch's Grapelade."

The window display ties up with the demonstration inside and invites passersby to "Come In. Help Yourself to a Taste of Grapelade To-day."

A letter, telling about the demonstration, has been sent to every grocer and delicatessen in the country, rated \$1,000 or over, totaling 110,000. The letter referred to,

which contains an illustration of both the window and tasting displays, reads:

"Let Welch help shoulder your merchandising load by sending you a demonstration outfit and two handsome displays for table and window. All you need are a table, a dish, a jar of Grapelade, some crackers, if you like—and enough stock to fill the sales you'll make.

"Take a fifteen-ounce jar out of stock. We'll send you forty cents for it, if you'll return the slip that will be included with the display we're expecting you to request on the enclosed card.

"Were you in on the Grapelade Tasting Demonstration held by retailers in every state last spring? If so, maybe you wrote us one of the many letters that told us what a success it was.

"This year you'll find many more folks interested in tasting 'the pure grape spread.' And that's all that's necessary—Grapelade sells on taste.

"The big thing now is to keep stocks moving by concentrating on well-known lines, isn't it? All right; folks have the money to buy the things they really want and, now that they can get 'em again, they're looking for their favorite brands—like Welch's.

"What an opportunity for you to tickle your customers' palates with Grapelade! Home-made preserves are low on the family pantry shelf; your customers will be delighted to stock up with this pure-fruit-and-sugar spread. The whole grapes, juice and all—all but skins, seeds and acid crystals—go into Grapelade.

"The sooner we get your order to go ahead, the sooner you're going to make more money out of Grapelade."

A tasting or sampling counter is not a new thing in grocery stores. Progressive grocers are always demonstrating some food in this manner. They frequently open a package of preserves, of canned goods, of cheese or something else, and let their customers have a taste "on the house." A large percentage of the persons who take a taste, place an order for

the product. Unfortunately, however, very few grocers follow out this plan systematically. Many salesmen have promoted this idea by talking it to retailers at every opportunity. For example, C. K. Woodbridge, when he was on the road for the Loose-Wiles Biscuit Company before he worked himself up to the sales manager's desk, used to tell every grocer he called on how he could make his pickles, sardines, jellies, cheese and all foods of that sort move faster. "Put a table up in front of the store," he would advise, "cover it with oilcloth or paper napkins. Open a can of sardines, a glass of jelly, and a jar of pickles into some saucers. Then open a box of crackers and invite your customers to make themselves a sandwich. Keep changing the articles on display so as to preserve the novelty of the idea, and I don't think you will find any sticklers hereafter among the articles thus demonstrated."

It is good that the Welch Grape Juice Company is promoting this idea on a national scale. Because of the effort, thousands of grocers will discover the effectiveness of tasting demonstrations, and perhaps will be induced to add the plan permanently to their sure-fire sales methods.

E. R. Weadon Returns to Butterick Publishing Company

E. R. Weadon, who for the last two years has been with the Leslie-Judge Company, has joined the Eastern advertising staff of the Butterick Publishing Company, New York, and will represent *The Delineator* and *The Designer* in New York. Prior to his association with the Leslie-Judge company he was advertising manager of *The Christian Herald*, New York, and before that was for three years with the Butterick Company.

Prindle Account with Joseph Richards Agency

The Frank M. Prindle Co., New York, has appointed the Joseph Richards Company, of that city, its advertising agent. The Prindle company is the sole American distributor of the "Violet" line of toilet requisites, made in Paris by Maison Violet. Plans for a spring and summer campaign have been completed and the lists for these campaigns are already made up.

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Assemblyman Betts Will Address New York Advertising Club

Hon. Charles H. Betts, publisher of the Lyons, N. Y., *Republican*, and Assemblyman from Wayne County, has accepted an invitation of the New York Advertising Club to be its luncheon guest on Wednesday, May 11. Mr. Betts introduced the PRINTERS' INK Model Statute in the lower house of the New York Legislature in February and was successful in securing its passage. He will speak before the Advertising Club on the subject of the character of the opposition to truth in advertising legislation.

Assemblyman Betts introduced a number of important bills in the Legislature and tells PRINTERS' INK the "Truth in Advertising" bill gained as much of his interest as any of the others.

One of Mr. Betts' measures was the Daylight Saving Repeal bill, giving the cities local option on the subject. Another was the bill repealing the law providing for the publication of the Session Laws in newspapers, and a third was a measure giving the farmers better protection from trespass by reckless law breakers who hunt and fish. All of these measures were fought vigorously and were passed only by hard work. Another bill which Mr. Betts sponsored and which was passed was the Duell-Betts bill abolishing the State Printing Board and creating a Board of Control

composed of the Governor, Comptroller, chairman of the finance committee of the Senate and chairman of the Ways and Means Committee of the Assembly. Several other bills sponsored by Mr. Betts were also passed, some of them state-wide measures and others applying to Wayne county.

Mears, Richardson, Briggs to Have Stove Account

The advertising account of the American Stove Company, National Stove Division, Lorain, O., will be handled by The Mears, Richardson, Briggs Co., Cleveland, O., effective August 1. Women's publications with a national circulation will be used.

Orders for the Macbeth-Evans Glass Company, Pittsburgh, which account, as recently announced in PRINTERS' INK, has been secured by this agency, will be released in the immediate future to national as well as country-seat weekly publications.

Salt Lake City Lumbermen Advertise for Lower Prices

In order to influence a reduction in the prices of other building materials to the level of the price of lumber, The Associated Retail Lumbermen, of Salt Lake City, have launched a co-operative advertising campaign. The L. S. Gillham Co., Inc., Salt Lake City, is handling the campaign.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

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Advertising Puts Over Women's Coats in Men's Stores

Hart Schaffner & Marx Experiment Makes Good, Although Conditions Delay Full Fruition

IN the June 24, 1920, issue of **PRINTERS' INK** appeared an article telling how Hart Schaffner & Marx had decided to try the revolutionary experiment of selling women's coats in men's clothing stores. Readers have expressed an interest regarding the outcome and **PRINTERS' INK** has sought information on the subject from C. W. Chapin, advertising manager of that clothing manufacturing concern.

"Conditions in the clothing business, as you well know, have been upset for several months," Mr. Chapin said. "In fact, they began getting that way shortly after we launched this women's coat idea last summer. Wool was hard to get. Labor was unsettled. For these reasons the women's coat proposition has not had a chance to work out as we expected it would—and as we know it will. We made good progress—fully as satisfactory as anyone could expect under the circumstances. When things get right again we are going after this thing vigorously. We are sure it will get across."

"Do the retail clothiers show any hostility?" Mr. Chapin was asked.

"Not at all," he asserted. "On the contrary, they show much interest and are willing to consider the novel idea on its merits. But of course we cannot expect universal overnight acceptance of such a radical departure. It is something that calls for educational work. The dealer must be shown. We expect to carry out the educational process by means of advertising."

The selling talk brought to bear by Hart Schaffner & Marx when the idea was launched was that the retail clothier had a great potential asset in the habit of women in visiting his store to buy articles for members of their families. It was argued that by stocking

women's coats of sensible, all-the-year patterns he could not only sell the women who habitually buy other things from his store, but could bring in other women. In this way the sale of women's coats could help his regular stock and vice versa.

The company's experience has been that the dealer was susceptible to this kind of argument and quickly saw the advantages that could accrue to him. As a result women's coats have been stocked in a number of men's clothing stores and will be in many more if Hart Schaffner & Marx's present plans work out.

In cases where the clothing man is not interested the department stores and women's stores are given an opportunity to stock the coats. Stores of the latter classes showed much interest in the coats because they were not strictly seasonable. The firm is finding a favorable reception for its assertion that through selling coats of this type in which the seasonable style consideration is not predominant the retailer can be assured of better profits—being spared the necessity of slashing his prices at the end of the season so as not to be caught with unsalable goods.

Therkildson Joins Critchfield

W. F. Therkildson, formerly head of the division of agriculture of N. W. Ayer & Son, Philadelphia, has become a vice-president of the advertising agency of Critchfield & Co., with headquarters at Chicago. He was for many years advertising manager of W. Atlee Burpee & Co., Philadelphia, and before that with the Storrs & Harrison Company, nursery house of Painesville, O.

Maurice S. Cohan has resigned as advertising manager of the Package Sales Corporation, South Bend, Ind., and has engaged in business for himself in that city under the name of the Better Processed Letters Service. He will supervise the advertising of the Package Sales Corporation for the balance of 1921.



*There is something
tangible about
News dealer influence*

Keeping the Indianapolis retailer sold on advertising

THE FIRST PAGE of the official retail grocers' publication in Indiana carries regularly a message on advertising from The News. This is but *one* of the many ways in which the Indianapolis' Radius retailers are being constantly reminded of the fact that it pays them to concentrate selling efforts on News advertised merchandise. The key to distribution in Indianapolis is newspaper advertising.

Write for 1921 Indianapolis Radius Book

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Col. House is on his way to Europe for the PUBLIC LEDGER

Col. E. M. House sailed for Europe recently. This is his second visit to old world capitals as a member of the editorial staff of the Public Ledger and as an observer and advisor to its Foreign News Service.

Col. House has a basis for inside knowledge of European affairs such as is possessed by no other living American, and which is reflected in the high character of Ledger Foreign News.

PUBLIC

The staff of the Public Ledger has been called "perhaps as brilliant an array of notable journalists and publicists as any single newspaper has ever brought together."



Col. House's weekly editorial articles on international affairs are syndicated by the Public Ledger to many other newspapers throughout the United States.

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

Try it out in Representative Milwaukee

Costly Market Surveys Yours Upon Request

Three more comprehensive market surveys, prepared by The Journal, are now ready for distribution. They cover Flavoring Extracts, Salad Dressings and Baking Powders.

Interested manufacturers and advertising agencies can obtain their copies now. These surveys give information that would necessitate great expense and delay even if it were possible to secure such facts elsewhere. Important sales data is furnished on these and many other points.

- | | |
|--|--|
| — all brands represented in Milwaukee. | — percentage of business done on leading brands. |
| — the fastest sellers. | — the demand for brands by name. |
| — prices of brands sold in Milwaukee. | — co-operation given by Milwaukee retailers. |

In addition, a thorough analysis of the Retail Grocery Trade in Milwaukee is offered in each survey. Send for your copies. You will find they have great value. Yet they cost you nothing.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

Newspaper Publishers Meet in Annual Session

Important Topics Discussed at Meeting of American Newspaper Publishers Association

LABOR, newsprint and advertising rates were the three subjects that loomed largest in the discussions before the American Newspaper Publishers Association, which held its thirty-fifth annual meeting at the Waldorf-Astoria, New York, April 27, 28 and 29.

As regards the first subject, the association went on record as being against reduction of the hours constituting a day's work below forty-eight hours.

A resolution regarding newsprint recommended that members be not stampeded into purchases on the spot market or under contract by selling threats and predictions of higher prices, strikes, etc.

As regards the much-debated differential between local and national advertising rates, the association recommended that its members "oppose as far as local conditions make possible the movement to secure the acceptance of national advertising as local business at local rates."

Another resolution urged that the Government continue to require circulation statements from publishers and that in case of dispute about the returns some Government agency should make a recheck.

Regarding agency recognition, it was recommended that members of the association, except in local cases, be requested not to recognize advertising agents until they have been passed upon by the A. N. P. A.

It was also resolved that the Six Point League of New York and the Chicago Newspaper Representatives Association and other organizations of special representatives or employees should discontinue passing upon credits and making suggestions or recommendations for recognition of advertising agencies, and that members of the A. N. P. A. be requested to

instruct their special agents and employees to confine making recommendations to their publishers individually.

These were some of the most important matters upon which the association took action. Outside of these, the event which attracted



T. R. WILLIAMS, PRESIDENT

most attention was the speech of Postmaster-General Will H. Hays, who pledged himself to see that second-class mail was delivered on time and who declared that "we are going to get along together and do the right thing" in matters relating to classification, rates, etc. He also aroused enthusiasm when he declared that "it is no part of the primary duty of the Post Office Department to act as a censor of the press," but that it existed as "an institution for service."

The first day's session was opened by the address of the president, T. R. Williams, of the Pittsburgh Press. Referring to present newspaper problems, he said they

could be boiled down to a phrase: "abnormally high cost of production." Said he:

Certain industries, especially some that profited immensely through the war and the boom period, have tried to solve this problem by simply closing down their plants and waiting until costs of production decrease. This, naturally, the newspaper cannot do, even if it thought it the best policy. Necessarily a continuous business, the newspaper must meet the problem in both its branches—*materials and labor*. And without trespassing on the complete reports to be made on Labor and Newsprint by your committees, permit me to point to the fact that "while daylight is ahead we are not out of the woods," that the average contract price of newsprint for the first six months of this year is higher than the average contract price for last year, and that labor is at its very highest point known in the newspaper business, with further increases granted in some scales reported in the past sixty days. These are the conditions that prompted an experienced publisher recently to predict that many newspapers will become bankrupt this year unless they devise means of securing additional revenues.

While the outlook in the newsprint market may be regarded as improving from the publisher's viewpoint, it has been pointed out that the market may become demoralized to such an extent that, later in the year, some publishers may be tempted to make reductions in subscription or advertising rates and throw down the bars to all the old-time wasteful practices and bad business methods, the abolishment of which has been the chief constructive advantage gained during the war and the newsprint manipulations of 1920. These advantages must not be surrendered for any temporary fluctuations in costs. Labor conditions will certainly occupy much of your time during this convention, and while it is generally admitted that labor costs will remain probably permanently higher than before the war, it is also generally believed, due to the trend of conditions everywhere, that further advances are unwarranted and that wage reductions, with no reduction in working hours, are now in order in returning to normal. Your calm deliberations are challenged by this condition.

In considering it, we must not lose sight of the fundamental principle that recessions in wages can only be based upon the increased purchasing power of the dollar, in order not to lower the higher standard of living that labor has so deservedly earned: Continued raising of the standard of living of the wage earners is essential to national advancement.

Higher costs of production which are likely never to recede to the low point of some years ago, and the necessity of conservation of natural resources indicate a trend toward smaller and (let us hope) better newspapers in the future, with correspondingly higher subscription and advertising rates.

Among other topics, Mr. Williams also told of the fight made for the passage in the New York Legislature of the Meyer-Martin bill "in combating Bolshevism, sovietism and syndicalism in the photo-engraving trade."

"Against this un-American principle," he said, "must be directed the entire strength of your association and that of every publisher individually."

The manager's report showed a total membership on December 31,



Photo by Bachrach

PAUL PATTERSON, VICE-PRESIDENT

1920, of 552, with 540 active members and twelve associates, against a total membership a year before of 509.

The report of the Paper Committee declared that eighty-five newspapers in seventeen major cities show a loss of advertising for the first three months of this year as compared with the same period of last year of 20,859,306 agate lines. The report went on to say:

"This is no time for publishers to yield to the importunities of various advertisers and advertising agents to reduce advertising rates. Production costs have not as yet diminished. The labor scales, both directly and indirectly, have increased and continue to increase.

Mr. Wil-
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ur associ-
publisher
showed a
ember 31,

Other costs continue either station-ary or show an upward trend. Newsprint on contract averaging about five and one-half cents for 1920 now averages six cents for the first six months of this year, or an increase of \$10 per ton over last year's average. This condition should make it patent to all that, with the reduction in volume of advertising, publishers who yield to the clamor for reduction of advertising rates may be confronted with serious difficulties.



J. S. BRYAN, SECRETARY

"As postal rates are scheduled for further increase on July 1st, it is obvious that subscription rates may not be lowered without entailing further loss."

The report of the Conservation Resolution Committee told of the newsprint conservation methods adopted last year. "The two most generally put into effect," it said, "were the increase in the selling price and increase in advertising rates, besides an increase in the percentage of advertising as compared to news matter."

The report of the Committee on National Forest Resources discussed the introduction of the Snell bill in Congress, looking to a federal legislative programme of conservation and reforestation.

The report said:

"It is the opinion of your Committee that this matter is of such importance it should receive the early and active support of every member. It is quite certain a large part of the present high price of newsprint may be attributed to the rapidly diminishing stands of pulp wood in the Lake and Eastern States. While the paper market has notably softened in recent months, and will doubtless go still lower, it seems equally certain that with the return of normal conditions the price of print will again tend to rise owing to the fact that the stands of timber are being constantly reduced and that the circle of distance from the mills is constantly widening. This situation will steadily grow worse for many years and even if a national pol-



HOWARD DAVIS, TREASURER

icy of reforestation were in full effect at this moment it would take many years to bring about a growth sufficient to make us even partially independent of foreign sources of supply. Unless we act with energy and persistence in this matter, the necessary legislation will be long in coming."

The report of the Special Standing Committee dealt with labor

controversies. Regarding the movement to reduce working hours it said:

"There has been much interest by members of the Association in the forty-four-hour week movement, and a great deal of correspondence respecting it. Publishers have been reminded of the resolutions against reducing hours, adopted at the 1920 Convention of the Association and told that International Unions would not attempt to force reductions in newspaper mechanical departments, but would no doubt insist that job departments of newspapers accept forty-four hours on May first, in instances where local contracts do not extend beyond that date. Commercial shop employers, by a very great majority, are unalterably opposed to reducing hours and there is no doubt that in many cities strikes will occur in commercial shops and also in job departments of newspapers on May 1. Many publishers having job departments have stated they will close those departments for the time being at least if union men do not work forty-eight hours after May 1. Reports received indicate that only four members of the A. N. P. A. have accepted the forty-four-hour week during the year, and in one instance it was because of an arbitration award. In one other case a member formerly having forty-eight hours agreed to forty-five."

The report of the Bureau of Advertising was also submitted. This appeared in substance in last week's issue of *PRINTERS' INK*.

The seventh annual luncheon of the Bureau took place at noon the same day. William F. Rogers, of the Boston *Transcript*, chairman of the committee in charge, acted as toastmaster. He introduced William A. Thomson, director of the Bureau, who summarized the work of the past year. Other speakers were Francis H. Sisson, vice-president of the Guaranty Trust Co. of New York, and E. J. Cattell, statistician of the city of Philadelphia.

Mr. Sisson said, among other things:

"If the period of deflation-

ture, with correspondingly higher subscription and advertising rates.

through which we are passing has taught our business men anything it should have impressed upon them the absolute necessity for adequate financial reserves to take care of the 'lean' years that follow the 'fat' years. Many business interests have depended too much on the banks in the last year to meet exceptional situations, because those interests did not have foresight to create a sufficient surplus for just such exigencies as occurred and were long fore-shadowed."

Mr. Cattell pointed out that the savings of the American people during the war were \$12,000,000,000, and that improved production added another twelve billion, making twenty-four billion in all. "Let us think of these things when we talk about our war debts and our heavy obligations," he said.

On Thursday several important resolutions were passed, one dealing with newsprint prices and another with attempts by labor unions to fix prices of products.

A RESOLUTION ON NEWSPRINT PRICES

The former read in part as follows:

"Whereas, Production of newsprint has been largely increased during the past six months by the starting of fourteen new machines, increasing the available tonnage to about 700 tons per day in the United States and Canada; and

"Whereas, Your European newsprint is largely adding to the present available supply in the United States; and

"Whereas, The consumption of newsprint in the same period has substantially decreased, with the result that, in the opinion of your committee, the present supply on the American Continent is largely in excess of the present consumption; and

"Whereas, In the opinion of your committee newsprint consumption in the year 1921 will continue at a substantially lower level than the consumption in the year 1920; therefore be it

"Resolved, That the present
(Continued on page 153)

Terre Haute Railroad Employees Receive Annual Wage of \$6,500,000.00

Railroads are a big factor in the growth of Terre Haute; five steam trunk lines and two interurbans have had a wonderful influence in building Terre Haute's industries, and, in addition, employ an army of 5,500 workers who make Terre Haute their home and whose spending power is some \$6,500,000.00 yearly.

These railroads tap every nook and corner of Terre Haute's trade territory, giving a freight and passenger service seldom found in a city of its size. They carry into the city each year 1,500,000 tons of freight, and 1,700,000 tons of outgoing freight; this is exclusive of an incoming freight of 1,200,000 tons of coal for Terre Haute consumption.

For a city of 70,000 to develop such an activity in transportation means an intensity that comes of volume, featured by diversity and stability. It proves all the more the stability of this city's \$500,000,000.00 annual business. Terre Haute is fortunate in its transportation facilities, and these railroads are fortunate in serving such a rich and diversified territory.

National advertisers will do well to write for an analysis of this territory which has been prepared by The Terre Haute Star, the dominating newspaper of this section. The Terre Haute Star, The Muncie Star and The Indianapolis Star offer to discriminate advertisers the most effective and least expensive method of covering this territory. They compose

The Star League of Indiana

***The Greatest Combination of Quality
Circulation in Indiana.***

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS



Smashing

What was done and
how it worked out

NEW YORK buys 15,000,000 mops each year. The Massasoit Company, makers of Masco Mops, won their part of this potential by a radical change in trade custom and aggressive merchandising.

*First they took Masco Mops out of the bulk goods class, put them in neat packages easily handled, displayed, identified. Then they sought grocery instead of hardware outlets to reach women buyers. Next, because package mops were new to grocers, intensive missionary work was planned.

The Merchandising Service Department of the EVENING JOURNAL called on 4584 Grocers, told them of the coming advertising campaign, visualized the consumer effect resulting in dealer sales and helped break down buying resistance.

Masco salesmen followed with JOURNAL routed lists and opened over 1500 new accounts

before a line of advertising appeared!

As soon as Masco Mops were shipped JOURNAL Field Men put up 1066 Window Displays, and when EVENING JOURNAL advertising began to tell more than 1,250,000 people that they could order Masco Mops with next day's groceries, **distribution was doubled.** Read what the Massasoit Company thinks of the results:

**150,000 calls
made since
January, 1920**

by this Merchandising Service
Department contracting dealers
for JOURNAL advertised goods.

LARGEST DAILY CIRCULATION IN AMERICA

THE NEW YORK EV

(Member Audit Bureau of Circulation)

ing Trade Custom

Main Office
Fall River, Mass.



Plant at
Fall River, Mass.
Haverhill, Conn.

Massasoit Manufacturing Company

MASCO PRODUCTS

Sales Office

276 Fifth Avenue, New York March 17, 1921.

216 September 1921

Mr. William C. Hobson, Manager,
Merchandising Service Department,
New York Evening Journal,
2 Columbus Circle, New York, N Y

Dear Mr. Hobson,

As the initial sales work and advertising campaign on the MASCO PACKAGE MOP has been in effect for several weeks, we wish to take the opportunity of commending you on the efficiency of your Merchandising Department. The assistance this Department afforded us in supplying additions to our sales force from time to time, together with the aid rendered by the department's field force, helped us greatly in securing excellent contact with the dealers and resulted in our opening in the neighborhood of 1,500 outlets, prior to the start of our advertising. Our distribution today is about double this amount.

The maps of the various territories, routed lists, etc., were instrumental in helping our sales force to cover the territories thoroughly in a short space of time.

The results obtained are especially commendable in view of the fact that this distribution was obtained in an entirely new field.

We are now formulating plans for a continuation of our advertising campaign and we might add, we are counting on enlisting your further aid in making our sales drive on MASCO MOPS a complete success from every angle.

Very truly yours,

B. C. Sanders Jr.
Sales Manager

ECS/HR

This service is offered free to JOURNAL advertisers. Write to Advertising Department, 2 Columbus Circle, New York.

What is your sales problem in New York?

DOUBLE ANY NEW YORK EVENING PAPER

R EVENING JOURNAL

(Circulations)

Opportunity!

WHEN BUSINESS is dull and the timid withdraw, is it not possible that this very condition offers a golden opportunity for the resourceful advertiser?

There seems to be good reason for believing so.

A certain publisher, one of the largest and most successful in the country, figured that because the over-cautious had withdrawn from the market, the lessened competition would make this a good time to launch an aggressive Direct Advertising campaign. He conducted a series of tests and found that his "hunch" was right. Accordingly a quarter of a million dollars was appropriated to be expended entirely in Direct Advertising. Success comes to those who make the most of opportunities. Today is the day for Direct Advertising.

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE, NEW YORK CITY

Telephone, Longacre 2320

“A Friendly Bank” Ends Formality with Human Interest Copy

Equitable Puts Real Selling Punch in Big Campaign to Teach Meaning
of Banking Service

By Edward T. Tandy

LET the manufacturer or merchant who is still hesitating take a peep at some of the advertising being done by banks. Pretty strong encouragement will be found there by the men who rightly read this feature of the business outlook.

Old advertisers will notice with pride and increased confidence the rapid development in bank advertising. It is no small thing to find leading banks adopting the form of advertising which old advertisers have always believed the right one.

Take the current newspaper campaign of the Equitable Trust Company of New York. Here we have regular advertising—real stuff, meant to sell. Yet not a whit of banking dignity appears to be sacrificed. Indeed, one would say that dignity and respect are increased.

Simple language—just ordinary unstilted human talk language—is used. But the tone is high. The man in the street can understand, for the statements are straight as they are simple—and he knows as he reads, that it is a gentleman who is talking, and talking to him in a friendly, man-to-man way.

On top of a Fifth Avenue bus the other day a man was heard explaining to his young son the difference between a bank and a trust company. He said a bank takes care of living men's money and a trust company looks after dead men's money. And he evidently thought he was clinching the truth of this when he added with grim, unconscious humor, “That is why trust companies always have safety deposit vaults.”

It is this lack of knowledge which the Equitable Trust Company is attacking in its new campaign. One of its advertisements said: “When the average man

understands the real meaning of ‘bank service’ and ‘trust service,’ the use of banks will be as universal as the use of doctors and lawyers.”

“The capacity which every bank has for helping the average man and woman is only just beginning to be realized,” says Alvin W. Krech, president of the Equitable. “The time is coming when the use of banks as friendly consultants in business and personal financial matters will be as general as the use of doctors and lawyers in health and legal matters.”

Here are a few extracts from the Equitable copy. Notice the punch—the direct invitation.

THE EQUITABLE: A HELP IN INVESTMENT MATTERS.

Advice is often called “the cheapest thing in the world,” but when it concerns investment matters it may prove the most expensive.

If the average man and woman went to a bank for investment advice instead of some inexperienced friend—if they knew how willing banks are to help people invest safely and profitably—millions of dollars would be saved investors in this country each year.

In considering your next investment, The Equitable will be glad to have you consult with the specialists of our bond department. For, while we sell bonds, we give advice—based not on guesswork or hearsay, but on investigation and facts.

Whether you buy our securities or not, you are welcome to the use of our investment service, and we shall be glad to have you call any day at the office most convenient to you.

Of course, there will be no charge.

There is a special appeal in this one—and again the direct invitation:

NO MATTER WHAT MAY HAPPEN HIS FAMILY WILL BE SAFE.

Not long ago he confided to an officer of this bank his constant fear that some day he might lose all he had built up and leave his wife and children penniless.

He was surprised and relieved when we told him how our trust department could help him—how he could immedi-

ately lay aside part of his funds to be held in trust by us for his family, so that no matter what might happen that fund would be safe.

To-day this man goes to his business, free from the spectre of fear. He may have difficulties some day, but his wife and children are protected; we are holding in trust for them a fund ample to keep his wife in comfort as long as she lives, and to give his children an excellent start in life.

You, too, may wonder what would happen to your family in the event of

promise. One of the pieces of copy says:

SUPPOSE A BIG FINANCIER SHOULD SAY TO YOU:

"I am interested in you, young man. I want to help you build up not only your business, but a personal estate as well. All my knowledge, experience and facilities are at your service."

One of the biggest financiers in New York is saying this to you now.

The name of that financier is The Equitable Trust Company. It speaks for not one financier, but for many; for it is a bank—and one of the largest. Yet it offers you the same sincere and personal attention that one man could give you—and with far greater experience, knowledge and connections.

As part of the explanation why his bank makes a feature of seeking out the young man, Mr. Krech repeats the story once told him by a young man. He adds that the bank referred to was not the Equitable. Here is the story:

"I grew up in an inland town where the local bank was as human a place as the corner store. It was the friendly interest of the cashier that led me to save my first dollar and acquire the saving habit.

"Eight years ago I came to New York. My experience with the home bank made a visit to a bank here one of my first acts. It was not a big bank as New York banks go, but what a reception I met! I was treated like a suspicious character. I felt that my money was wanted, but not me. Every representative of the bank seemed to be a dyspeptic.

"As I progressed in business, I realized the need of a friendly bank. One day a friend suggested I go to his bank, one of the largest in New York. 'Well,' I thought, 'if my present bank is a financial ice-house this bigger bank must be the North Pole.' But I had nothing to lose, so I went.

"Imagine my surprise when I was courteously met by a floor-man and taken to one of the vice-presidents, who acted as if he were really glad to see me. Before I knew it I was telling him more



No matter what may happen his family will be safe—

NOT long ago he confided in an officer of this bank his money for the same day he might find all he had built up and leave his wife and children penniless.

He was surprised and relieved when we told him how our Trust Department could help him—how he could immediately lay aside part of his funds to be held in trust for his family, so that no matter what might happen that fund would be safe.

Today the man goes to his business, free from the spectre of fear. He may have difficulties some day, but his wife and children are protected; we are holding in trust for them a fund ample to keep his wife in comfort as long as she lives, and to give his children an excellent start in life.

You are our wonder who would happen to your family in the event of serious business difficulties, and to give you this bank will be a friend.

We will be glad to talk with you either in our office or yours today, and your relation with our bank officers will be like that with your lawyer—just as confidential and just as personal.

THE EQUITABLE TRUST COMPANY OF NEW YORK
Banking—Trust—Investment—Safe Deposit Funds
Total Resources over \$200,000,000

37 WALL ST. COLONIAL OFFICE
 22 Broadway
 22 Broadway
 22 Broadway

UPPER OFFICE: Madison Ave. 10-11-12
LOWER OFFICE: 100 Wall St., E.C. 4
 (Opposite 100 Wall St., E.C. 4)

TYPE OF THE EQUITABLE'S FRIENDLY ADVERTISING

serious business difficulties; and to you this bank will be a friend.

We will be glad to talk with you either in our office or yours to-day, and your relation with our trust officers will be like that with your lawyer—just as confidential and just as personal.

So the advertisements run, dealing with every point of service offered by the bank.

Special effort is made by the Equitable to reach young men of

about myself and my business than I had ever told a stranger. And after I had opened my account, I walked out feeling like a millionaire.

"From that day my bank has been one of the chief helpful influences in my life and business. And I like to feel that I am now repaying it for its warm welcome and its help since. My personal account has grown. Our firm carries a large balance with it. My partners, on the strength of my experience with it, took their accounts to it. More than twenty of the members of our organization are also depositors. And scarcely a day has passed in the last three years that we have not gone out of our way to tell of this friendly bank and urge others to become its customers."

Throughout its advertising the Equitable capitalizes on being "a friendly bank." Its booklet on banking service is entitled "The Friendly Bank." Copies of all its advertising are hung up throughout the bank offices with a memorandum attached from Mr. Krech, the president, so that all the bank's employees may see what is being done.

At the recent annual trust companies' dinner, General Pershing said in his speech: "Throughout my military career—and particularly my younger days—I have often wished for a friendly bank." The cheers that followed this were directed to the table where the Equitable men were sitting. The slogan has carried all right.

In 1902 the officers and staff of the Equitable numbered in all twenty-three. To-day there are in New York alone 1,300 officers and clerks, and there are foreign branches covering every part of the world. When a big banking house of this character enters upon a vigorous campaign of advertising vibrant with selling force, it is certainly no time for the manufacturer or merchant to hold back. Better times do not come—they are brought. Better times are the result of going out after them. The work of the Equitable is a good example to follow.

Chicago and New York Newspaper Representatives Meet

A joint meeting of members of two newspaper advertising representatives' associations, the Six Point League of New York, and the Newspaper Representatives' Association of Chicago, was held in New York on April 29.

A resolution was adopted providing that the directors of the Chicago Association and the executive committee of the New York organization should endeavor to arrange similar programmes for the activities of both associations.

Virginia Resort to Advertise in Newspapers

Copy will be run in newspapers throughout the East and South over a period from ten to twenty weeks for the Old Sweet Springs resort of Sweet Springs, Va., by the Allied Crafts Service, of Charleston, W. Va.

Another new account secured by this agency is the Nitro Supply Co., of Charleston, W. Va. Newspapers and business papers will be used.

Stubbs Company Makes Holland an Officer

J. R. Holland, formerly with the American Lithographic Company at its Chicago office, who has been acting as manager of the Chicago office of the Stubbs Company, offset printers, has been appointed vice-president of the Stubbs company, in charge of Western sales, with headquarters at Chicago.

"Green River" Campaign Extended

An afternoon newspaper advertising campaign in the interests of Green River, a soft drink manufactured by the Schoenhofen Brewing Company, of Chicago, is being placed by the Osterreider Advertising Corporation of that city in Middle Western and Southwestern States.

George L. Dyer Co. Makes J. W. Lee, Jr., an Officer

J. W. Lee, Jr., who joined the George L. Dyer Company about February 1, has been made a vice-president and a director of the Dyer agency. Mr. Lee was formerly associated with his brother, Ivy L. Lee, publicity counselor, New York.

Henri, Hurst & McDonald Get Liberty Motor Account

The Liberty Motor Car Company, of Detroit, has placed its advertising account with Henri, Hurst & McDonald, Chicago advertising agency.

How Much of the Line Should Be Featured in Mail-Order Advertising?

Large Houses Have Built Up Lists by Featuring the Entire Catalogue

GRAY & DUDLEY Co.
NASHVILLE, TENN., April 12, 1921.

Editor of PRINTERS' INK:

I have just finished reading the very interesting article of the Schoolmaster on page 174, April 7th issue of PRINTERS' INK, giving returns received by a retail mail-order house.

If it is not asking too much of you, I would like to know the nature of the article that was advertised in this mail-order advertisement.

The number of inquiries mentioned by you received from this advertisement, we judge, was in addition to the number of people that bought direct from the advertisement. What per cent of the people that wrote for prices or catalogues finally bought from this advertisement?

You are exactly right when you say the average mail-order man develops a peculiar sense of prophecy as to the returns that may be expected from mail-order advertisements and literature, because the mail-order man must obtain actual results and very little mail-order advertising is done for good-will and building prestige. Advertising pays or does not pay to the mail-order man. I have been impressed very forcibly by this fact myself.

As you doubtless know we conduct a very large wholesale mail-order business selling to merchants only. We issue a large catalogue every month.

We are also distributors for the Pathe Phonographs and we have suggested to one of our customers to sell the Pathe Phonograph direct to the consumer by mail.

He contemplates starting this campaign. He will also include in his small catalogue stoves, furniture, men's clothing, ladies' clothing, boys' clothing, paints, roofing, etc.

We would like to know in your opinion, based upon the experience of the retail mail-order firm you mentioned in your article, if it would be more profitable for our customer to have prospects to write for catalogue showing all of the lines he will sell or advertise one special bargain? I can readily see where a mail-order house selling practically one line of merchandise, for instance, clothing, can well advertise one special bargain, but for a firm selling various lines in my opinion it would be best to have the prospect to write for catalogue showing all of the lines.

GRAY & DUDLEY Co.,
B. E. HILL.

THE Gray & Dudley Company is right in assuming that the number of inquiries mentioned in the Schoolmaster item appearing in

the April 7th issue of PRINTERS' INK was in addition to the number of people who bought directly from the advertisement. As for the per cent of the people who wrote for catalogues and finally bought as a result of this advertisement, we are, unfortunately, unable to state. This information could have been obtained had provision been made for it at the time the inquiries came in, but we are informed that it would be impossible now to trace back these inquiries.

With reference to the kind of merchandise featured in the advertisements, while the advertiser is not willing to have us mention the specific articles, we can say that it was a Christmas advertisement featuring gift articles.

The question whether it is likely to be more effective to feature one article, in the nature of a special bargain, in an advertisement or to endeavor to get inquiries for a catalogue showing various lines, is one that cannot be answered definitely one way or the other except in specific instances.

Some advertisers have found the appeal of a general catalogue most effective. Several of the large mail-order jewelry houses, notably such firms as Daniel Low & Co. and the Baird-North Co. have built up their mailing lists in years past by featuring their catalogues as showing full lines of jewelry and novel gifts. On the other hand, some of the smaller mail-order businesses in this line have been very successful in getting catalogue inquiries by featuring some one or two special numbers that were either novel or represented unusual values. And, of course, even the larger mail-order jewelry and gift houses generally feature a group of specially attractive numbers in their advertisements to

Delivered Into the Homes of Baltimore by Exclusive SUN Carriers

☞ Sun Carrier service is over 83 years old. Its foundation dates back to the first issue of **THE BALTIMORE SUN**.



☞ Every week day and on Sunday morning **THE SUN** is delivered directly into the homes of Baltimore by exclusive Sun Carriers.

☞ That Baltimoreans appreciate this home delivery is proven by the growth in circulation of *The Sunpapers*. Their average net paid daily circulation (morning and evening) now exceeds **212,000**.

☞ Ask our Service Department for facts on the Baltimore market.

Everything In BALTIMORE Revolves Around **THE SUN**

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

No Bread Lines



Unemployment has never been a problem in the South even when the rest of the country was in the throes of a panic.

An even balance between agriculture and industry, and the varied nature of these industries, insure the South against complete business depression and resultant unemployment. The slack in one line of business is quickly taken up by another.

Then again, the South is free from cheap immigrant labor, and is never surfeited with men. The job is hunting the man in the South, oftener than the man is hunting the job.

Business in the South



Agriculture, the big industry of the South, awaits the return of the hordes of farm laborers attracted to the industrial centers by war wages, and their return will insure bumper crops in 1921.

The mass of people in the South have jobs—and money to buy. Introduce your product to them through the columns of Southern Newspapers. Southern Newspapers *alone* cover the Southern field, and will "Sell It South" for you.



**SOUTHERN NEWSPAPER
PUBLISHERS' ASSOCIATION**

Chattanooga, Tenn.

give readers an idea of their values and of the character and novelty of their stocks. As is undoubtedly known, almost never do these advertisements bring in enough actual cash orders for the merchandise illustrated to pay the cost of the advertisement, whereas some of the very small advertisements featuring one or two articles actually have been known to pay for the space in cash sales, although this is entirely too much to expect as a general thing.

Sears Roebuck & Company, in their general magazine advertising during the last few years, have tackled the inquiry problem from still another angle. Instead of featuring the complete general catalogue, this house has offered a catalogue of baby necessities or has featured women's clothes designed by Lady Duff Gordon. Undoubtedly by picking a definite class of merchandise, rather than featuring their general catalogue, they have attracted many thousands of women whom they could not have attracted as customers with a general catalogue appeal.

Much depends upon the class of merchandise to be marketed through the mails, and upon the territory one proposes to develop, what appeal will be most effective. City and small-town customers can probably be attracted more easily, and perhaps more economically, by featuring a special bargain or novelty, whereas the rural customer is more likely to be interested in a general catalogue, though even rural people are undoubtedly susceptible to the more definite appeal of some one special article or group of articles.

There is an angle to this problem of mail-order advertising which is not always fully appreciated. Many mail-order advertisers, trying various small units, find that some particular small space—from one-half inch to four or five inches single column—brings them inquiries at the lowest unit cost and at once assume that this is the most economical space to use, and that using this small space and featuring one special item is the royal road to

mail-order success. It may very well be in some cases, and the small unit often does appear to be the most profitable unit to use if the advertiser ignores the other point brought up in Mr. Hill's letter—the percentage of people who, writing for the catalogue, finally actually buy. But some of the most successful mail-order houses have found that the full page, or even the double spread, is the most economical unit of space that they can use, not only because of unit cost, but also because this large space has the further advantage that it builds institutional prestige, without which no mail-order house ever reaches its fullest development.

In using full-page space it is generally considered safer to illustrate various articles and to try to sell the complete mail-order service, rather than to concentrate on some one special bargain, whereas the reverse is very often true of the very small mail-order advertisement. In fact, this last statement comes about as near to answering the question in regard to the comparative value of featuring a special article or trying to get prospects interested in the catalogue of a whole line as it can be answered in a general way.

Of course, in any case it does no harm to describe the catalogue as showing various lines, or a full line of some particular product, and this is generally done, if only in four or five words, in even the smallest advertisements featuring some special article.—[Ed. PRINTERS' INK.]

New Accounts of Boston Agency

The business-paper advertising for the National Shoe and Leather Exposition and Style Show, to be held in Boston in July, will be handled by the Etherington-Everett Service, Boston.

Other accounts recently obtained by Etherington-Everett are DeWitt-La France Company, Cambridge, Mass., manufacturer of metal pencils and fountain pens; S. C. Sperry Company, Inc., Cambridge, engineers and contractors for industrial buildings, and the Spaulding-Moss Co., Boston, drafting and artists' supplies.

Y 5, 1921

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Who is going
to tell her?





SHE knows very, very little, and there is so much that she must learn.

So much, that if the future should lift its veil and show her the onrushing horde of questions that she must face in the next twenty-odd years, she would probably lift up her

voice and tell the world her decision to quit right now and here.

Who is going to tell her?

Mother and Father and playmates and teachers and books and nature will carry her far along the toilsome road to ladyship.

But she must also be homemaker and stewardess of the family budget. In that sphere she will be guided largely by advertising. Good food, good clothing, good furnishings, good values for her household and children—these she will learn from advertising.

To teach her to want a better home and to make a better home for her children

than even her mother made—
that is truly shaping public
opinion. That is the work of
advertising.

Perhaps she will need some
of your wares. Who is going
to tell her?

ONCE a month, or more frequently,
we issue a publication called Batten's
Wedge. Each issue is devoted to a single
editorial on some phase of business. If
you are a business executive and would
like to receive copies, write us.

GEORGE BATTEN COMPANY, INC.
Advertising

10 STATE ST.
BOSTON

381 FOURTH AVE.
NEW YORK

McCORMICK BLDG.
CHICAGO

Moulding favorable public opinion for articles or services that deserve it

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Idea-Plus in the Illustration

Something More Than "Just a Picture" in Plotting Out the Advertisement

By W. Livingston Larned

AVOIDING the obvious is perhaps one of the most important responsibilities of the professional visualizer, whose task it is to embellish advertising.

It is easy enough to "illustrate" a campaign. It is decidedly difficult to create "idea-plus" illustrations.

The idea that occurs to you first is apt to be dangerous, for the chances are that it has been thought of before, used before.

There are cases where an advertiser is accused of appropriating the basic idea of a competitor. As a matter of fact his intentions were good, but he was unfortunate in selecting one of those on-the-surface themes that require very little brain fag to uncover.

Advertising to be effective nowadays must be original. The public is alert for the creative instinct.

One advertiser has adopted a unique test for his illustrations. If, when shown in the rough, the scheme compels spontaneous approval, exclamations of delight, an unfaltering and enthusiastic ejaculation indicative of praise, then the design is considered O. K. If, however, there is merely half-hearted interest, this advertiser discards the sketch, although it may antagonize the individual who proposed it.

"I feel this way about it," he says. "In my advertising I do not want any lukewarm approval on the part of the prospect. 'Pretty good,' 'not bad,' 'oh, it'll do' are all fighting expressions to me.

"On the other hand, I am impressed when someone, without the least hesitation, exclaims 'splendid.' I believe that the volume of current advertising makes it compulsory to get dominant display and ideas that are super-ideas."

Such ideas in illustrations do not come easily. They are often

eligible to the classification of "genius." Something very close to inspiration has been at work when they were created.

They are more than freaks, more than mere smartness. To be above par they should combine an intimate selling idea with striking characteristics as art. It is easy to devise a "stunt" illustration. It is a gift to create one that is both unusual in its pictorial sense, yet always an argument for the product advertised.

There has been appearing in magazines an illustration for Molybdenum Steel that approximates these twin essentials. The text argues that every tremor of an automobile in action is usually punishment for the car. Sitting in the car, protected from vibration and jounce by agile springs and upholstery, the owner is not aware of the true conditions. But the automobile must stand this constant shock, and thus rapid deterioration sets in. The new steel, it is claimed, possesses greater resilient properties.

AN ILLUSTRATION THAT LITERALLY JOLTS

The illustration used is one that immediately catches the eye. The artist has painted the automobile that jolts along a rough country road, in a series of overlapping tones, to suggest the intense vibration. No detail shows perfectly. The car is a blur, a jostle of hazy impressionistic greys. Even the people in the machine are indistinct.

At first the reader's sensation is one of imperfect eyesight. A brave attempt is made to analyze the features of the car. From every standpoint it is a unique type of advertising illustration. Note, however, that it is a "stunt" with valid arguments in its favor. You are attracted to the picture and experience no resentment, because the advertiser is legitimately ex-

plaining his argument. And some arguments require "explaining." Words fall short.

The following piece of text, for lubricants, is another case in point: "Why have many executives permitted the purchase of bearing oils on a price basis? Probably because bearing lubrication seems simple—the mere rubbing of one plain surface against another." There is a learned and

an invisible axis, that the world of machinery must face the problem of friction, the artist has drawn an immense spinning globe, revolving on a quite business-like axis, technically drawn. This shaft runs through the globe and is held in place by the approved mechanism of any factory.

We would set this picture down, then, as one embracing the two essentials of display: a picture of a most unusual character, plus a sales idea.

The Gilmer Fan Belt mechanic contends that eight out of ten cars are factory-equipped with his product, a significant selling fact, for it is natural to believe that the manufacturer wants the best of everything in his car. He would not deliberately select that which would fail to perform adequately. Says the headline writer: "On the one hand and on the other," which gives the artist a cue for a striking illustration.

Two great hands at the top of the page reach out to the reader. In the palm of one there are two tiny cars and there are eight in the other. The fact that the automobiles are tiny and the hands immense

gives this picture every necessary quality to catch the eye.

The General Electric Company manufactures a complex and highly systematized automatic industrial controller—a large switch-board. In describing it, the copy says: "Confident, precise, powerful—a giant rears his head above the incompetence of Man and gives to Industry an automatic control of electric motors, which knows no error nor fatigue."

Hidden away in this text is the artist's inspiration. He was quick

Industry finds a more pliable servant and electric motors a wider field of application through automatic control



G-E Industrial Controllers guide and conserve power in every industry

CONFIDENT, precise, powerful—a giant rears his head above the incompetence of Man and gives to Industry an automatic control of electric motors, which knows no error nor fatigue.

G-E Industrial Controllers guide the application of power across industries to save. They make a wide gateway to the most powerful or the most delicate of motors, from the tiny, mechanical pump and motor, to the massive electric motor. They give a general facility to a varied range of applications.

Where thousands of motors demand close working, saving or conserving is clearly the right answer. G-E Industrial Controllers require the human element in control to no unduly, mechanical operation.

From the large mass of material now supplied through the past few years, G-E Engineers have an intimate knowledge of the requirements of all industries of nature. G-E Industrial Controllers are the result of the knowledge and the experience of the G-E Engineers in every kind of industry.

G-E Industrial Controllers supply equipment, secure power and save space—extra savings, and when they are installed, the most complete power system, their saving is greater than all.

In finding manufacturing of equipment will be applied to furnishing G-E Industrial Controllers. Complete, adaptable and in control from the moment G-E starts.

East India end of factory is view of designers and engineers



General Electric Company

General Office
Schenectady, N.Y.

Sales Office in
all large cities

PERFECT CONTROL TYPIFIED IN THE ILLUSTRATION

true discourse on the loss of power from improper lubrication, facts and figures, statistics, but when all is said and done, they are cold, perhaps uninteresting to the layman, in type.

In order to give this copy a compelling frame and quickly to establish the basic idea, a form of allegory in picture has been employed. The audacity of the illustration wins immediate commendation.

Operating from the basic idea that the world itself operates upon

It happens so often that an advertiser has an idea so big, so unwieldy, so far-reaching, that even a written description of it



And the light weight construction dimension made possible enables you to get the greatest mileage from gasoline and tires. **Mifo-fo-den-um Steel** has brought economy in initial cost, economy in operation and enhanced the resale value of automobiles. When you buy a car, truck or tractor, be sure it is made of **Mifo-fo-den-um Steel** or has its vital parts made of this super-steel.

CLIMAX MOLYBDENUM COMPANY, 61 Broadway, New York, N. Y.
Associated with THE AMERICAN METAL COMPANY, LIMITED
Climax Molybdenum Company is the Largest Producer of Molybdenum in the World

Mo-lyb-den-um Steel

THE HEADLINE VISUALIZED IN THE ILLUSTRATION

"Years ago, when impelled by its need for his new sugar cane mill John Hyatt invented his roller bearing, he little realized the limitless possibilities it held for the benefit of mankind. But the success with which it met his

needs and its immediate adaption for other purposes served as prophetic indication. It was then that the founders of the Hyatt organization beheld a vision of service for the Hyatt Roller Bearing that extended to almost every phase of industrial activity. They saw it serving in line shafts, machine tools, factory trucks, mine cars—everywhere speeding up production—everywhere making machinery more durable, more dependable. Their vision broadened as in the cycle of progress came the motor car, the farm tractor. To-day, their vision stands realized. As the founders dreamed, so has it come to pass."

Rather a large order to fill, either in the matter of words or picture. But the artist could more quickly send that message broadcast, visualize it.

Executives, seated at the rim of the globe, which bears upon its great, graceful sweep a countrywide vista of cities and of farms. And the men are looking out across this expanse, in retrospection, as one holds in his hand a single bearing.

Yes, there is such a thing as a super-illustration; a picture for advertising purposes that is dynamic, charged with high-voltage power to attract and to bring conviction.

They are the most difficult to locate, the most exacting to construct. They are two things in one, for they first invite attention and then proceed along rugged lines to sell the product.

Two Fuel Accounts with Southern Agency

The Allied Crafts Service, Charleston, W. Va., has added the accounts of the General Coal Company, Inc., Huntington, W. Va., and the Central Fuel Company, Cincinnati, O. Trade journal space will be used for both of these accounts.

Shoe Dealers to Meet in Chicago

The executive committee of the National Shoe Retailers' Association met in Chicago last week and decided to hold the association's annual exposition in that city next January.

Export Publications in Association

Publishers of export journals at a luncheon held in New York April 27 organized the Export Publishers Association. Each member periodical of the association has subscribed to the following standards of practice:

1. To maintain the highest standards of editorial and business practice.

2. To set forth clearly its editorial objects.

3. To refuse to publish puffs or paid write-ups; to keep the reading columns independent of advertising consideration and to measure all news by this standard: "Is it real news?"

4. To solicit advertising solely on the merits of the publication.

5. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification, either by membership in the A.B.C. or by sworn affidavit whenever requested.

6. To accept advertising only from advertisers who have a good commercial reputation, fulfill their claims, and maintain their standards.

7. To maintain the advertising rates printed on the standard rate card of each paper with the intention to bring all its advertisers to one rate.

8. To eliminate such competitive methods as are not conducive to the promotion of export advertising as a whole.

9. To publish only authentic and accurate information concerning conditions in the foreign countries served by it.

10. To co-operate with all organizations engaged in work which will tend to develop export advertising.

The charter members are: *American Exporter*, *Automotive Exporter*, *Dun's International Review*, *El Automovil Americano*, *El Campo Internacional*, *Electrical Export*, *El Ingeniero y Contratista*, *Export American Industries*, *Ingenieria Internacional*, *Pacific Ports*, *Spanish Pictorial Review* and *Spanish Vogue*.

The following directors have been elected: President, Edwin C. Johnston, *American Exporter*; vice-president, L. F. Gordon, *Ingenieria Internacional*; secretary, R. M. Dodson, *Pacific Ports*; treasurer, Steven De Czesnak, *Export American Industries*; members of the board, J. C. Welsh, *Dun's International Review*; C. R. Sanderson, *Spanish Pictorial Review*, and J. L. Gilbert, *El Automovil Americano*.

Blue Anchor Ginger Ale to Be Advertised

The Bloomingdale-Weiler Advertising Agency, Philadelphia, has been commissioned to handle the advertising of Blue Anchor ginger ale, made in Philadelphia. Newspapers will be used in Philadelphia and nearby cities.

5, 1921

May 5, 1921

PRINTERS' INK

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The Carbona Products Company is carrying a "till forbid" campaign in The Minneapolis Tribune. Copy and schedule come from Chas. D. Levin, Inc.

The Minneapolis Tribune is in receipt of an attractive schedule of advertising for the Stewart-Warner Speedometer Corporation, running up to June 8. Copy comes from the Chas. H. Touzalin Agency and is of such size and so well illustrated as to make it quite a striking campaign.

The Minneapolis Tribune is carrying an exclusive campaign to the Northwest for chop suey sauce, manufactured and distributed by the Fuji Trading Company, of Chicago. This copy runs Friday and Saturday morning on The Tribune's food pages and again Sunday in The Tribune's eight-page, home-printed rotogravure section. F. L. Brenner, of the Fuji Trading Company, is placing this advertising direct.

The Minneapolis Tribune is carrying an exclusive campaign of full-page institutional advertising for the building material supply men and contractors of Minneapolis. "Build Now" is the dominant theme of this copy. A schedule of percentage reductions in the cost of building materials is carried in one column, showing how much prices have been reduced since a year ago at this time, while opposite a column is devoted to a short argument urging the public to take advantage of the opportunity to begin construction.

The beautiful eight-page rotogravure section of The Minneapolis Sunday Tribune is being used for a sixteen-time schedule by the Treco Co. The Federal Advertising Agency is placing this copy.

The Louis V. Urmy Agency, of New York, has sent The Minneapolis Tribune a schedule of display advertising for Ed. Pinaud's hair tonic and lilac toilet preparations. The usual high-class of the H. and G. Klotz & Co's Parfumerie Ed. Pinaud marks this copy, which started April 25 and runs twice a week.

The Goodrich Tire & Rubber Company is carrying another large campaign for Goodrich tires in The Minneapolis Tribune. Copy and schedule come from the Erwin & Wasey Company. Striking illustrations and good, sound selling logic again mark this copy as amongst the best going out for the tire trade.

The R. J. Reynolds Tobacco Company is continuing the popularization of P. A. (Prince Albert) tobaccos, in "the tidy red tin," with the people of the Northwest through the medium of attractive 560-line display advertising in The Minneapolis Tribune. Copy and schedule come from N. W. Ayer & Son.

The Minneapolis Tribune made a most interesting display in the showing at the Minneapolis Art Institute during the last two weeks of April of advertising literature. This display was instituted and sponsored by the Advertising Club of Minneapolis and brought out some really remarkable exhibits of art in advertising from advertisers in Minneapolis and other points in the Northwest, as well as from the producers of advertising. The Minneapolis Tribune displayed pages and groups of advertisements illustrating treatment in its rotogravure section, the only one carried by any newspaper in the Northwest, and the only one prepared and printed in its own office by any newspaper between Chicago and the Pacific Coast.

Member A. D. C.

The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

May 5, 1921

PRINTERS' INK

59

in Chicago last week and decided to hold the association's annual exposition in that city next January.

Anchor ginger ale, made in Philadelphia. Newspapers will be used in Philadelphia and nearby cities.

A Great



Publishing
St. Louis
San Fran-
London:

Great Educational Institution

FOUNDED on the principle of service and dedicated to the engineering industries, the McGraw-Hill Company is in fact a great educational institution. It provides a post-graduate course for the whole engineering fraternity.

It is also a commercial organization, the largest of its kind, with customers all over the world. Its products are eleven engineering and business publications, each a leader in its field.

Most advertising men realize the quality and reputation of McGraw-Hill publications. The size and influence of the company impresses even the casual observer.

Not all have stopped to analyze how this strength and leadership came to be. Many answers may be given but two facts stand out above all others.

First, the industries and readers selected are those upon which the growth and prosperity of the nation depend.

Second, the editorial service to those men and industries is of the highest type that experience, brains and money can produce.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

Member of Associated Business Papers, Inc.

Washington: 610 Colorado Bldg.

St. Louis: 713 Star Bldg.

San Francisco: Rialto Bldg.

London: 6 Bouverie St., London, E. C., 4

Chicago: 1570 Old Colony Bldg.

Philadelphia: Real Estate Trust Bldg.

Cleveland: 533 Leader-News Bldg.

Buenos Aires: Calle Corrientes, 685.

J. A. S. is 84

and still reads *THE FARMER*

Here's his own
story:

THE FARMER,
St. Paul, Minn.
Gentlemen:
Kindly pardon my neglect in forgetting
to forward my renewal to you. My only
excuse is that 'the windows are darken-
ing and the sound of the grinding is
low.' I am 84 years old, but am still
kicking around and can still read *The*
Farmers' interests is valuable to me.
Unlike our mortal friends, the older *The*
Farmers' grows the bigger and stronger it
gets. Long life to *The Farmer*.
Very truly,
(Signed) J. A. S.

_____, Minn.
Dec. 10, 1920.

Other old farmers, middle aged farmers, young fellows just starting out, county agents, farm bureau workers, housewives, and many others, have told us that they count *The Farmer* a friend and adviser.

These folks depend upon the weekly appearance of the Northwest's weekly farm paper. The editorial matter is their agricultural counsel—the advertising columns their buying guide.

Such reader confidence—the fruit of thirty-eight years of constructive editorial service—is an invaluable asset to our advertisers.

THE FARMER

The Northwest's Weekly Farm Paper

WEBB PUBLISHING COMPANY, Publishers

St. Paul, Minn.

Western Representatives
STANDARD FARM PAPERS, INC.,
1109 Transportation Building,
Chicago, Ill.



Eastern Representatives:
WALLACE C. RICHARDSON, INC.
95 Madison Avenue,
New York City

Members Audit Bureau of Circulations.

y 5, 1921

Wanted: Old-Fashioned Sales Copy

What the War Period Did to Conservative Copy Men and the Long, Hard Pull to Get Back into True Sales Form

HE is a veteran copy writer himself, has seen campaigns come and go, and has created and written many conspicuous successes. They did not blaze across the advertising sky and disappear, but have held their own, without material change, for the last thirty years. Now his most important work is the training of "cub" copy writers in an agency.

He feels very keenly the necessity of a new spirit in modern advertising copy and the apparent inability of many writers to produce it.

This man sees hope in the training and encouraging of new talent. His recruits? They come from colleges where special courses are given in advertising. He selects men and women who have a natural aptitude, first, and, secondly, those who really like the work. Five of his boys came from retail salesmanship. Two were at one time in jobbers' offices.

This veteran copy man is training his force to handle the great problems of to-morrow. He is sold on the idea that the old régime will no longer suffice.

And so he is raising a new crop of advertising writers.

"I am doing it to meet the actual demands of the new situation in advertising," he declares. "In my estimation, the four or five years just passed 'softened' many advertising writers. They lost the true perspective.

"It was easy to fall into the habit of writing fine language and poor sales copy.

"Men who, for a great many years had been accustomed to study out plans for copy, men who had been known as investigators and students of problems, gradually eased off. Less head-work was required. Nice phrases and fancy writing sufficed.

"It sounded rather fine to them, to listen to glib words. Institu-

tional copy became all the rage. The most roundabout arguments were employed. Copy writers took advantage of this golden opportunity to write as they had always wanted to write—with their tongues in their cheeks and with literary stars in the ascendency. For, say what you please, copy writers all have an ambition to 'do fiction.' They feel they must some day have a serial story in a magazine or write a yarn that will be a seven-day wonder. Occasionally a poet buds and bursts into full bloom under the strain.

ADVERTISING FOOD WAS NOT MUSCLE-BUILDING

"Strangely enough, in all of this impotent, inconsequential advertising copy, the writers were encouraged by men higher up in manufacturing organizations. It was like feeding candy to children—not good for them and the business digestion, but it tasted fine! They ate it up.

"Gradually, say what you will, the morale of copy was broken down. It was much after the fashion of a man who has broken training. The power of resistance decreased.

"Advertisers, in the meanwhile, increased the amount of space used and were profligate in campaign expenditures.

"Anything went. Histories of firms were traced back to their earliest days. In some cases, this was good advertising; in others it was a mere marking time. Copy filled space, and while filling it with great charm, was never grounded in true salesmanship on paper.

"We had a man who was an old hand at real sales copy. He had been with the organization for twenty years. This man became the leader of the institutional copy experts. He wrote some wonderful stuff! It was highly

praised everywhere, but it was not writing that would move goods from shelves.

"Not more than a month ago this same copy man came into my office. He said he had a confession to make. I will not say that there were tears in his eyes, but he was depressed, gloomy, discouraged.

"What's the matter?" I demanded.

"Joe," he replied, "I'm frightened, honestly alarmed! I think I have lost, somehow, the greatest asset I ever possessed. I have lost the trick of writing real, old-fashioned sales copy. I simply can't do it."

"Nonsense," I laughingly rejoined.

"No, it's true, terribly true," he continued. "I tried a campaign this past week. And it was necessary for me to write the sort of copy we used to write five or six years ago. And I couldn't do it. I failed. I have thrown away tablets of paper. It sounds good, but it doesn't stand up under analysis. Words but not salesmanship! I know the difference and, what's more, the client sensed the difference. He turned it back on me with criticisms that I knew intuitively were just and valid.

"It's habit, and I'm afraid I can't break the habit. I have been writing the wrong sort of advertising for five years and it has a pernicious hold on me. The cunning is gone. I have been taking dope, without realizing it. And I am a confirmed writer of light-weight guff. It sounds and reads well, but it hasn't any real salesmanship in it."

"I have tried to encourage this man, but I believe, with him, that he can never go back into his former stride. He has lost the art of writing argumentative copy.

"This is a common trouble just now. What makes it all the more serious is that so many of us do not appreciate that we must change and that we can't without the most serious kind of effort.

"You can read the situation in many of the current advertising campaigns. They are neither one thing nor the other. Some of them

cling to the traditions of the flush period. Others are frankly hybrid, as the writer struggles to get back into form.

"And I want to tell you, there is nothing more difficult to write than homely, rugged, old-fashioned sales copy—the kind that has been selling goods ever since the dawn of advertising. It seems easy, and is, in fact, extremely difficult. It is a matter of short words and long logic.

WHAT MAKES COPY VIRILE?

"Successful sales copy comes from more than desk and easy-chair analysis.

"It is the result of investigation and study. It is largely a matter of finding the biggest sales angle in the product and the vulnerable spot in the prospect. All of which requires intensive analysis.

"I talked with a manufacturer the other day who had switched agencies three times in a very short period. I took him to task for it, and told him it was an unwise practice. This is what he said in response:

"My dear sir, every department of my business must pay—must show results. I can't afford to wait. They must be immediate. I have eliminated sentiment. I have changed, so far, because I was not getting results from my advertising. I am becoming more exacting. The directors of our company insist upon it. We will make a dozen changes if necessary, in order to secure results. You can say that any advertising plan needs time in which to develop. Well, we can't afford that type of advertising. We must sell goods at once or know the reason why."

"I am asking my cubs to look upon their writing in this light. I do not want fine words and decorative phrases. I want perfect English, but I am far more concerned with the ideas and the selling sense.

"And the younger chaps are more receptive. They seem to sense this. My old-timers are fighting that tradition of yesterday. They go at their tasks too easily. They write and write, but

May 5, 1921

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PRINTERS' INK

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The right kind of advertising medium gets full support from its circulation. That's why George Frost Company advertise Boston Garters and Velvet Grip Hose Supporters in magazines of the All Fiction Field.

The ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

1,596,415 A. B. C. Circulation

May 5, 1921

May 5, 1921

PRINTERS' INK

65

are less constructive in their thinking. Anybody can write an advertisement; it requires shrewd reasoning and study to write advertising that sells merchandise.

"All of which is a matter of self preservation. It is the advertiser who appears to have been reincarnated. In this time of readjustment, he studies his advertising more than he has for six years. Various members of the firm study it. The sales manager is more in evidence than he used to be. And the secretary looms large. These gentlemen are asking that an expenditure for advertising pay for itself with net results. And they must come along with speed.

"The ability to dig deep and to analyze is the great immediate need of the copy writer. Surface arguments and generalities will not go for a minute.

"Ask the salesman behind the counter. He will tell you that in his own field he must work just twice as hard to sell even a standard and long-established article. Advertising is face to face with the same identical problem. In the end, coming back to first principles will be good for advertising and everybody connected with it. It's a case of getting back into training."

Borden Company's Income and Sales Decrease

The Borden Company, New York, condensed milk, etc., for the year ended December 31, 1920, shows net income after charges and Federal taxes of \$2,818,860, as compared with \$4,284,602, in 1919.

The net income was 2.34 per cent of the gross sales for 1920, which amounted to \$120,293,572, compared with 3½ per cent on gross sales of \$122,284,195 in 1919.

Waring Sherwood Joins Cargill Company

Waring Sherwood, whose resignation as advertising manager of the Briscoe Motor Corporation was announced in *PRINTERS' INK* of April 14, has become head of the sales department of The Cargill Company, designers, engravers and printers, Grand Rapids, Mich.

Before joining the Briscoe company Mr. Sherwood was identified with printing and advertising interests in the South.

A Co-operative Metal Shingle Campaign

Using the slogan, "Use Metal Shingles for Safety and Permanence," five Canadian metal shingle manufacturers are carrying on a co-operative advertising campaign. The advertising has a strong "creative" slant, and is calculated to sell property owners on the superior merits of metal shingles compared with other roofing materials.

"I Wonder If It Will Be There in the Morning" was the title of a three-column farm-paper advertisement. A farmer and his wife were pictured gazing out into the night toward the barn, while lightning zigzagging through the heavens lighted up the world. The advertisement declared that metal shingles, grounded, were a sure protection against lightning, also fire. The first cost was declared moderate—little if any more than other roofings—while the ultimate cost was declared the lowest of all.

The advertising declares that present prices are "rock bottom for the season of 1921."

The co-operating concerns, whose names appear at the foot of advertisements, are The MacFarlane-Douglas Co., Ltd., Ottawa; The Metallic Roofing Co., Ltd., Toronto; The Metal Shingle & Siding Co., Ltd., Preston; The Pedlar People, Ltd., Oshawa; and The Galt Art Metal Co., Ltd., Galt.

De Frees Again Heads U. S. Chamber of Commerce

Joseph H. De Frees, of Chicago, was re-elected president of the Chamber of Commerce of the United States at the conclusion of the ninth annual meeting held in Atlantic City last week. Other officers named by the Chamber's board of directors were:

Vice-president, A. C. Bedford, chairman of the Standard Oil Company of New Jersey; William Butterworth, Moline, Ill., president of Deere & Co.; Frederick J. Koster, San Francisco, president of the California Barrel Company, and Philip S. Tuley, of New York.

Among those elected to the board of directors was A. C. Pearson, treasurer of the United Publishers' Corporation, New York.

Argentine Markets Discussed at Luncheon

"Argentine Markets" was the subject for discussion at the Third Latin-American Market Luncheon given at the Hotel Astor, New York, April 28, by the Pan-American Advertising Association in co-operation with the Argentine-American Chamber of Commerce. The speakers were Arthur H. Titus, president First Federal Foreign Banking Corporation; E. B. Filsinger, of Lawrence & Company; and Dr. Enrique Gil, of Aldao, Campes & Gil. An open forum was held afterward at which questions were answered.

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Distribution

*What can advertising do
without it? Nothing!*

Paste this advertising axiom in your memory book:

"Advertising can not move merchandise where there is no merchandise to move."

Scores of smart advertisers have put 100% advertising behind 50% distribution (or less) in Chicago, and have wondered why they got only 25% results.

This is why: Distribution is very much like an oil well. Your original distribution, whatever it is, shrinks to what the Chicago Evening American terms "settled distribution," just as a gusher diminishes in flow until it reaches what oil men call "settled production."

Unless you make a good start and put *ahead* of your advertising sufficient distribution to make it profitable on a "settled" basis, your advertising can never function effectively.

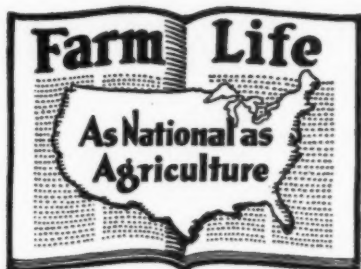
Let us tell you how "*The American Plan*" of distribution and merchandising minimizes the risk of failure in the rich Chicago market. It is the **ONLY PLAN BY WHICH AN ADVERTISER CAN COME INTO THIS MARKET WITH ASSURED FULL DISTRIBUTION.**

CHICAGO AMERICAN
EVENING

Member A. B. C.

April Circulation Over 400,000

Farm Life Reaches



850,000 Circulation

Your advertisement in Farm Life goes everywhere in the United States where there are farmers.

It reaches almost the same percentage in every state and county in the country—paralleling everywhere the country market for your goods.

SPENCER, IND.
Farm Life

Every Neighborhood

Its 850,000 subscribers are real farmers—"dirt farmers" who operate average farms of 175 acres each.

Farm Life's thoroughly national distribution, the great volume of its circulation, the keen reader interest that leads to a lively advertising response—make it without question the first national farm paper to be considered for your list.

THE FARM LIFE PUBLISHING COMPANY
Publishers

Advertising Representatives

JAMES M. RIDDLE COMPANY

New York Chicago St. Louis Detroit Kansas City
San Francisco Atlanta Cleveland

SPENCER, IND.
FarmLife

Bulk Figures Are Inaccurate and Harmful

Estimates That Shoot in the Air Better Left Unsaid

THE STETSON PRESS
INCORPORATED
BOSTON

Editor of PRINTERS' INK:

Will you please suggest where I may obtain data covering the total number of firms using direct-by-mail advertising and the amount of their advertising appropriations?

THE STETSON PRESS,
JOHN GODDARD GOULD.

FIRST and last we have seen a great many estimates purporting to represent bulk figures such as our correspondent requests, but in reality none of them was entitled to the full dignity of an "estimate." Rather they belong in the category of pure guesses. The term "direct-mail advertising" is so elastic as hardly to admit of precise definition. Every letter which is sent through the mails is, to a degree, advertising of this character. The same is true of all printed matter, from a catalogue down to a bare price—or stock-list, or the announcement of a change of address. There are hundreds of small concerns, and probably thousands of individuals, who get business by mail without ever becoming well enough known to figure in any directory or classified list.

Estimates of the total amount of money appropriated for advertising belong in the same category. Many advertisers do not make any definite appropriations at all, and of those that do, a large proportion consider the size of their expenditures strictly nobody's business. Furthermore, as we have pointed out many times, there is no uniformity of practice in determining what the term "advertising" includes. We have heard more than once of concerns which make of their advertising account a sort of general financial wastebasket, charging all sorts of expenditures thereto, from the box of cigars in the lower right-hand drawer of the general manager's desk to the prizes in the latest sales contest and the cost of the

annual employees' picnic. We know of a case in which lithographed dividend checks and a supply of paymaster's time cards for use in the factory were alike charged to "advertising." There is no standard of practice with regard to the matter, and even if it were humanly possible to get a figure which would indicate the total volume of appropriations, it would doubtless include millions of dollars' worth of expenditures which do not properly represent advertising at all.

As a matter of fact, we believe that the effect of bulk estimates of this sort is harmful rather than helpful to advertising in general. They simply give a handle to those who profess to believe that advertising is a "tax on the public," and who argue that the cost of advertising must be added to the price of the goods which the public buys. Such "estimates" as from time to time float into this office are pretty generally hatched up for that purpose, and are accompanied by long-winded arguments to show what the public could "save" if only advertising could be abolished. It is also pertinent to remember that there are sundry advocates of a tax on advertising who would welcome with open arms an authoritative estimate of the total annual expenditure.—
[Ed. PRINTERS' INK.]

Grocery Paper Starts in Minneapolis

A new grocery trade paper called *The Northwest Grocer* started publication in Minneapolis May 1. It will be issued semi-monthly by the Pandect Publishing Company, Inc. Officers of the company are: G. N. Briggs, president and editor; W. G. Wright, first vice-president and business manager; J. W. Jones, second vice-president; H. S. Hanchett, secretary and treasurer; T. R. Canton, advertising manager.

H. A. Litson has resigned as advertising manager of Best & Company, New York.

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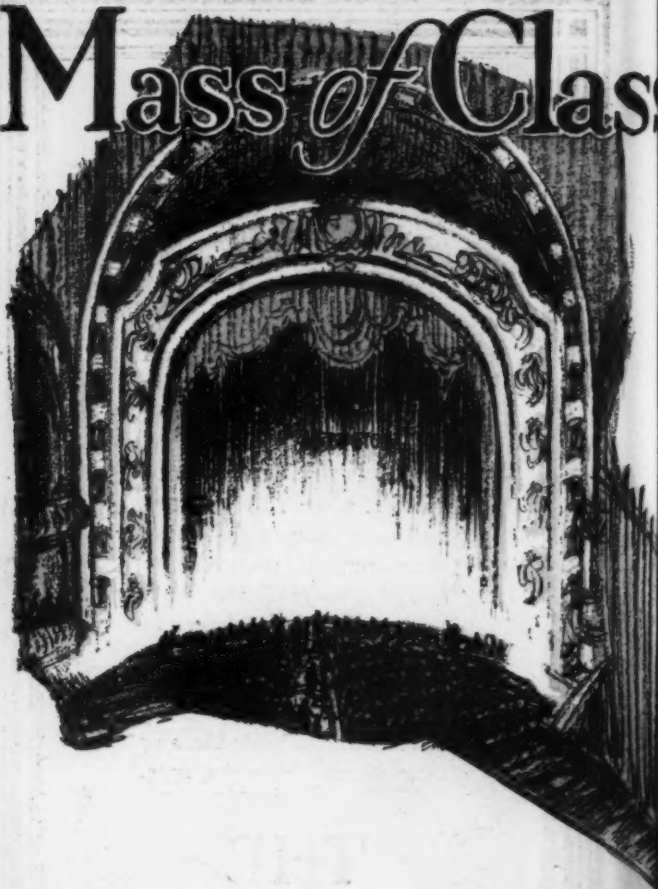


The great industry of the Northwest—the seeding and tilling of the soil—is going forward undiminished, the same this year as last. Its demand for manufactured goods is active. Your fastest and most economical route to this market is through the selling space preferred by the wholesalers and jobbers of Minneapolis who have preferred The Journal by an average of 66 per cent more advertising than used in any other Northwest newspaper.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

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AS —an audience that is different

THE play-going public has many sides to it. One element flocks to see John Barrymore, to hear Caruso, or to witness the stagecraft of Belasco. Another demands Burlesque, its slapstickism and its garish color. Each knows what it wants. Each, usually, finds it.

And so it is with a publication. Its readers are, either by chance or design, segregated from the great reading public according to their tastes or interests.

Life's audience is unique—and for this reason.

Life was never published to please anyone. It was a spontaneous expression of the character, the personality and the ideals of its owners.

That it happened to become unusually interesting to 200,000 prosperous, intelligent Americans was incidental.

But it is a fact.

And thus it has become possible thru the pages of a single magazine to talk to the Mass of America's Class

Life

reaches prosperity en masse



Geo. B. ...
R. F. ...
1937

Adv. Mgr., N. Y.
Western Mgr.
Chgo., CHICAGO



The oldest farm paper in the world, published continuously under the one name and by the one management, is The Farm Journal, the only farm paper to attain 1,100,000 circulation.

When Wilmer Atkinson created The Farm Journal, he put "soul," personality and pep into the paper. These three characteristics still mark The Farm Journal as "unlike any other paper."

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How Bonds Are Sold by Mail

Interesting Principle of Selling Worked Out by S. W. Straus & Co.
in Preparing Way for Representatives

By C. M. Harrison

THE educational process in advertising necessary to build the prospect up to the buying point can best be carried out by the letter, according to the experience of S. W. Straus & Co., New York and Chicago bond firm.

Selling a man a bond is much like selling him almost any other kind of merchandise. He must be made to know about the desirable feature of the bond as compared with other forms of investment and his confidence must be gained. If it is harder to sell him a bond than a plow or an automobile it is because bonds have been advertised so insufficiently that he has not learned them as well as he knows plows or automobiles.

In planning its system of follow-up letters, Straus had in mind the principle just mentioned—also the fact that when it comes to anything having to do with the investment of money the average person's lack of education is simply notorious. It has been found that people are ready to accept a judgment of experts in almost any respect save in the investment of money.

Many a reasonably level-headed citizen will do foolish things with his money simply because in some way he has gained the idea that he knows how to handle it. Some slick salesman may persuade him to pay over good money for stock that he does not know anything about. He will take the salesman's word for it. Yet he would not think of loaning the salesman as much as ten dollars on his personal note. He will buy questionable oil stocks after having been sold by some advertising which makes glittering promises. He does this not because he is soft, not because he can not use his head but because his education in the matter of investing money has been neglected.

Advertising just now is stepping in to correct the condition. It is strange that the banks in their advertising awakening have not started the educational process before this. But they content themselves by offering their bond issues which they know are good, entirely neglecting the fact that the average person is totally unable to visualize various kinds of investments in their proper proportions.

The Straus firm, which loans money on big building propositions, underwrites six per cent bonds to cover the deal and then sells them to investors, has laid down the principle that its advertising first of all must be educational. It proceeds on the plan that people's confidence must be gained through easily understood explanation and their good-will secured through clean-cut service.

LETTERS TEACH INVESTMENT TRUTHS

The educational process, started in the newspaper and national advertising, is carried on by a follow-up letter system.

The first letter, which is designed to show a man the need of expert assistance in investments, follows:

"Could you draw the plans for a building, or would you consult an architect?"

"Do you understand law, or do you consult a lawyer?"

"Unless you happen to be an architect or a lawyer, you would employ either when needed. You realize that no one man can be proficient in every business and profession.

"The point I am trying to bring out is this: Why do the majority of men feel competent to invest their money without consulting a bank or investment house? I have often wondered.

"I suppose it is because it is so easy to buy securities. Brokers

are in every community, and scarcely a week goes by, that you are not offered an opportunity to put your money into something.

"Even if you have the knowledge necessary to make a thorough investigation of the proposition offered—have you the time? Most of us are so busy making a living in our own particular business that we have not the time to spare. It's easier to take someone's word.

"Just ponder a moment—isn't this haphazard and unscientific?

"It would cost you a large fee to get the opinion of a big lawyer on a point of law and still you would not hesitate when a large sum of money was involved. The money you are to invest is just as precious. You can consult with the big institution of S. W. Straus & Co. and it will cost you nothing and perhaps save you a loss.

"Please feel free to write us. We welcome inquiries."

It will be observed that no direct effort is made here to gain the prospect's confidence. The object of the letter is to get him out of his complacent attitude of thinking he knows it all about investments and thus build the foundation for later specific sales arguments.

NEXT LETTER STRESSES STRAUS

About a week after the prospect has been given the idea that it might be wise for him to utilize expert advice in making investments he gets this letter designed to sell him on the Straus firm's dependability and the safety of its bonds:

"Recently we sent you our booklet describing the Straus Plan. We trust that you found it interesting.

"Doubtless the first question that came to your mind, was—are these bonds as safe and secure as they seem to be? Each individual forms his opinion according to his past experience, and something tested and tried to another might seem untried and new to you.

"The best proof of the safety of the mortgage bonds offered by

this house, is the fact that no investor has ever lost a dollar nor waited one day for his interest during the thirty-nine years of our existence. Now, there must be a reason for this and that reason is: the soundness of the Straus Plan which safeguards the mortgages that we underwrite.

"Generations have proven that no form of investment is more secure than a first mortgage on a piece of well-located property, improved with a high-grade building.

"Our loans are selected with great care as it is only the exceptional loan that can measure up to standards demanded by us. The fact that banks buy these bonds for their own investment is a very high recommendation.

"Nearly every one whom you know has made investments that have not turned out well. If you and your relatives had put all your savings in first mortgage bonds underwritten by this house, none of you would have lost a dollar and would have received 6 per cent interest every year. Just think what this means.

"Read the enclosed circular carefully. Wouldn't you like to own some of these bonds? You will find an order blank enclosed."

WORKING UP TO THE SALESMAN'S CALL

A worth while number of sales are made from this letter. But the direct making of sales is not its pre-eminent object. The idea is to supply an advertising foundation upon which the salesmen can work. Every effort is made to get some kind of a rise out of the prospect—to get him to reply. Then his interest is supposed to be worked up to a point where the salesman will find a visit resultful.

A typical instance of a sale consummated by mail is that of a man in West Virginia who had inherited \$30,000. Upon receiving the foregoing letter from Straus he wrote saying that he distrusted his wife's business judgment and wanted the money safely invested in some way that would prevent her wasting it if

—four days ahead

—a *Wednesday* gravure section

The new Wednesday Graphic of the Post will "scoop" every other gravure section (except the Post's Saturday Graphic) by four days.

Most of the real news events happen at the end of the week. Whether it's golf championships, yacht races, polo, track meets—in fact, any event of great public interest—Fridays, Saturdays or Sundays are usually the days selected. And the end of the week gets its full share of the unexpected news.

When you consider the great popularity of the sections presenting these news pictures in gravure at the end of the next week, seven or eight days later, you will readily agree that a far greater popularity awaits the paper which presents these pictures *four days earlier* than all the others.

(The Saturday Graphic of the Post will continue to be one day ahead of all other gravure sections in handling the *rest* of the pictorial news.)

Continued on next page

New York Evening Post

—a pictorial news “scoop” —every week

Continued from previous page

A newspaper “scoop” is usually a one-time proposition. But the Wednesday Graphic of the Post will be a “scoop” repeated every week—every Wednesday, four days ahead of every other paper in New York or any other city.

And there will be no increase in the newsstand price to the reader.

Advertising in this Wednesday Graphic will be unusually effective. It will get maximum attention from every regular reader of the Post, plus many new thousands who will buy the Post Wednesdays for this particular added feature.

Advertising in the Wednesday Graphic will be limited to approximately one page. The page rate is \$700; the line rate, 50c. The first issue will be May 18.

New York Evening Post

FOUNDED 1801

L. D. FERNALD, Manager of Advertising

he should happen to die. It was easy to sell him on buying bonds for that amount.

Straus believes that next to gaining the prospect's confidence it is advisable to sell him on the idea of service. It attempts this in the following letter:

"When we sell a mortgage bond to you the transaction is not complete—in fact it has only begun. The property covering your particular bond is carefully watched and inspected at regular periods. We see that the interest is paid promptly and that the taxes are paid, insurance kept in force, and so on.

"If you buy a ten-year bond from us you may rest assured that we will collect the interest that is due, all through these ten years and that the principal will be waiting for you at the expiration of that period without a day's delay. We are constantly guarding your investments.

"Our prompt payments and our record of Thirty-nine Years Without Loss to Any Investor have been made possible by the operation of the Straus Plan. This has been conceded by prominent financiers to be the greatest safeguard that has been devised this age to protect investors. This plan is clearly explained in the book which we sent you.

"Nothing could be simpler or more effective than the operation of the Straus Plan for safeguarding first mortgage investments. Briefly described we demand that the mortgagor reduce his loan approximately 5 per cent each year. Namely, that a principal payment of one-twelfth of the yearly amount due as well as one-twelfth of the interest due be paid each month, so you can clearly see that at the end of each six months, the accumulated interest is ready for the bondholders as well as the sum that is to pay a portion of the principal. This plan of reducing the loan strengthens it, by increasing the margin of safety.

"After careful consideration we trust that you will decide to make an investment through us. You will find an order blank enclosed.

"Awaiting your instructions, we are."

R. W. Millard, assistant sales manager of the company, under whose direction the letters are sent out, has found after a careful check-up that the service letter pulls stronger than any. Presumably it gains strength because of the cumulative effect of the letters that have gone before. Anyway, shortly after it has got into the mails, the campaign seems to have gained headway at last. A fair proportion of direct sales are made but the letter is especially prolific in the matter of bringing in inquiries or comments. These are passed along to the salesmen for follow-up.

THE FINAL LETTER

After the service letter has been at work a couple of weeks Mr. Millard finishes his operation on the list by sending out what he calls a clean-up letter. This pulls well and those not responding are dropped from the list. It follows:

"We have written you a number of letters and we are wondering if the booklets that were sent, reached you safely. We would like very much to hear from you.

"Is there any question that you would like to ask? Or, if there is any point not clear, it would be a pleasure to explain to you.

"In these days of uncertainty, there is one form of investment which stands above all in safety and desirability, and that is, First Mortgage Bonds safeguarded under the Straus Plan. If you heard of an individual who had made investments for thirty-nine years and had never lost a dollar you would think it remarkable. That is our record.

"We want to be of service to you, Mr. but, of course, it is pretty difficult to do so by letter, unless you write us frankly.

"I am enclosing a stamped envelope for your convenience, and will certainly appreciate hearing from you.

"Assuring you of our interest in serving you, and awaiting an early reply, we are."

It has been Straus's experience that the number of people who will buy the bonds direct by mail is inconsiderable but that letters and printed matter do the strongest kind of preliminary advertising to make the salesman's work count.

The letters just described are mailed in personalized typewritten form and represent the usual means of approaching the average prospect. Lists of names for this purpose are obtained from a variety of sources, including the country banks. When names are turned in by salesmen or inquiries are made as the result of reading newspaper or magazine advertising, the follow-up, while not done strictly on a form basis, observes the general lines laid down in the form letters.

"There are some things that cannot well be handled in a form letter," Mr. Millard said to **PRINTERS' INK**. "For example a number of people are likely to wonder why it is that we offer them 6 per cent securities in a 7 or 8 per cent market. If we anticipated this objection and treated it in a form letter we would be weakening our case. Of course people do not realize that interest rates have become abnormal and that the higher the rate the heavier will be the burden of the company having to pay it.

"We have the same selling impediments to overcome in this respect that we had a few years ago when interest rates were lower. We offered our 6 per cent bonds on a 4 or 4½ per cent market and some conservative people hesitated because they thought the rate was too high. Necessarily these are topics that should not be approached in selling unless people ask about them. And then the explanation can be made by letter or by salesman. Usually the salesman makes it in our case.

"The big thing back of the letters is not so much direct sales although of course we welcome such transactions by mail and make a great many of them. What we are trying to accomplish, though, in the letters is edu-

cational work. We want people to get familiar with certain fundamental laws of investing money. They cannot gain this information altogether from advertising in newspapers or magazines. They can get a better idea from our booklets and circulars because as a rule they are indifferent readers. They do not take the time to inform themselves on essential things. You can get at them better in this respect through letters than anything else.

"In our letter writing we never assume that our printed matter has been read. We know it has been sent. Just the same we sum up in our letters the net of the arguments and presentations made in the booklets. People will read them in the letters whereas they might overlook them entirely in the printed matter.

"A necessary preliminary to our selling is the good-will created by the advertising. It is much easier to sell a man who has heard of you than one who has not. In selling a line of merchandise a concern knows where its market is and its prospects either have to buy from it or from another concern. This is not the case in selling bonds. A man does not have to buy bonds, inasmuch as there are a thousand and one ways to invest his money."

New Accounts of San Francisco Agency

The San Francisco office of Evans & Barnhill, Inc., has obtained the advertising account of the California Redwood Association. Copy will appear in general periodicals, farm and trade papers.

Shreve, Treat & Eacret, San Francisco jewelers and silversmiths, have also appointed Evans & Barnhill to handle their advertising.

Farm Lighting Account with Walter B. Snow Agency

The H. C. Dodge Co., Inc., Boston, Mass., maker of farm lighting plants, has put its advertising account in the hands of Walter B. Snow and Staff, of that city. The Snow organization is at present making a market investigation for this new client preparatory to undertaking a farm paper campaign in the New England States.

5, 1921

May 5, 1921

PRINTERS' INK

79

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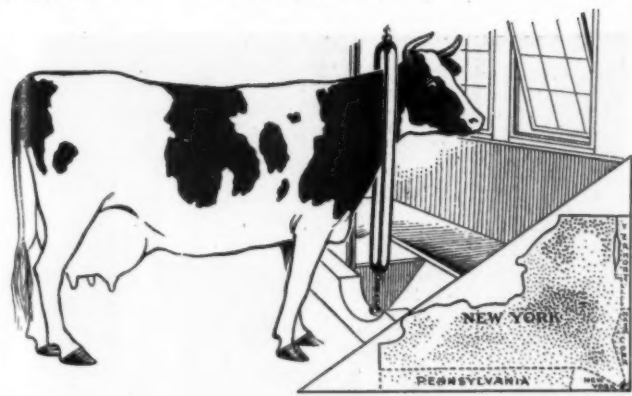
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The Earnings of a Million Cows

*New York City's
Fresh Milk District*

Every dairy cow is a producing unit in one of the most wonderful factories in all the world. She converts roughage and concentrated feeds into the most perfect food known to man. And she earns her master an unfailing income.

Over a million such cows are producing full time for the 93,309 members of the Dairymen's League. Their combined earnings assure its members a *steady* income.

The Dairymen's League News serves the prosperous modern farmers producing New York City's fresh milk supply. It was founded and is today controlled by these dairymen themselves. Every issue is closely read because of the vital character of the news—news which directly affects the pocketbooks of the members.

*A Paper
Owned
and Read
by 93,309
Dairymen*

Here is the gateway to an *active* market for every product used on the dairy farm or in the dairy farm home. Shall we send you sample copy and rate card?



UTICA, N. Y.

Birge W. Kinne
303 Fifth Ave.
New York City

Girard Hammond
Advertising Manager

John D. Ross
10 S. LaSalle St.
Chicago

"The Farmer-Owned Marketing Paper"



H. L. GROUT

H. L. GROUT's work is possible because of his authoritative knowledge of interior decoration and thorough appreciation of the people who naturally occupy each interior.

In his work is reflected always the charm of an understanding of fine people, their homes and their needs.

Mr. Grout meets the obligations of his position in this organization in the same ample way that distinguishes all of the members of these studios.



LOUIS · C · PEDLAR · Inc.
Counselors in Art - 246 Fifth Avenue - N.Y.C.

How Long Does an Advertisement Live?

The Law of Averages at Work

By F. E. Duggan

DOES a magazine advertisement stop working as soon as the next issue of the same magazine appears?

If it does not, how long may it be expected to live?

Also, what is the difference between the life of a weekly and the life of a monthly publication?

When an advertiser uses every issue, does each issue therefore pull a shorter length of time?

These questions refer only to the direct action caused by a single insertion in a given issue of a publication. Direct action is the actual result from an advertisement—and may be either an inquiry or a sale sent to the advertiser's address or a call upon the dealer.

The calculations must not attempt to take into account subsequent sales which may be made through follow-up or voluntary repeat business.

All comparative figures from which conclusions are to be drawn are based entirely on the results directly traceable to keyed copy. For it is reasonable to assume that calls upon the dealer will be made substantially in proportion to the number of inquiries or sales sent directly to the advertisers. (Incidentally; a check-up made among dealers on sales

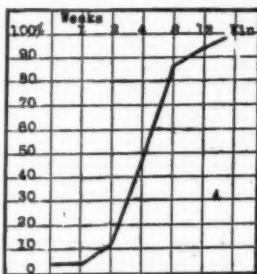
from daily newspaper advertising shows that they are made in the same proportion as inquiries are sent by mail.)

An exhaustive study of the daily results of keyed advertising of a variety of articles in hundreds of publications shows conclusively that an advertisement does not stop working as soon as the next issue appears. It continues to pull for a long time afterward—even after two or more issues have been circulated.

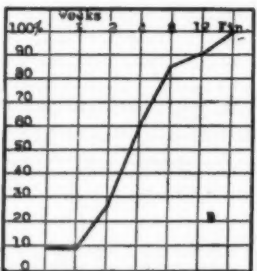
It has been demonstrated time and time again that the law of averages operates with peculiar

accuracy in each issue. If, for instance, the January issue of "Jones' Magazine" produces 1,000 inquiries in one month and in six months brings a total of 2,000—and if the March issue produces 1,500 inquiries in one month it is almost certain that after six months of pulling the March total will be 3,000. It will rarely be more than 3 per cent to 4 per cent and never more than 5 per cent off one way or the other.

Consequently, an advertiser need have no fear that the results from his copy in a January issue will be cut short if he uses the February issue (although in certain cases the February issue would



PUBLICATION "A" PULLS 10 PER CENT OF ITS TOTAL REPLIES IN TWO WEEKS



PUBLICATION "B" IN SAME FIELD YIELDS 26 PER CENT IN TWO WEEKS

not pull so well). And by the same token he need not expect the January issue to pull longer if he runs no copy in February. The proportion of pulling in each issue is a law unto itself. If this has proved true in mail-order results, does it not follow necessarily that the same principle applies in pure publicity?

This brings us to the question: How long does an advertisement live? Barring quarterlies and annuals, no publication pulls very much after six months—what comes in after that is less than 2 per cent.

Although there are other considerations, the length of the life of a publication depends chiefly upon the frequency of issue.

The direct result from a newspaper advertisement lasts only a few days. On a national list of newspapers it has been found that 80 per cent to 85 per cent of the inquiries are in the advertiser's office within eight days—and what comes in after thirty days is next to nothing.

HOW WEEKLIES AND MONTHLIES PULL

Now what about the pulling of monthlies and weeklies?

As a general observation the following differences are correct. A monthly pulls about 50 per cent of its final total in a few days less than four weeks.

National and semi-national weeklies, from 40 per cent to 70 per cent in two weeks, and local or State weeklies from 50 per cent to 60 per cent in one week.

The difference in the life of two papers in the same class depends almost entirely on the time consumed in distributing the issue. The accompanying charts will illustrate the point.

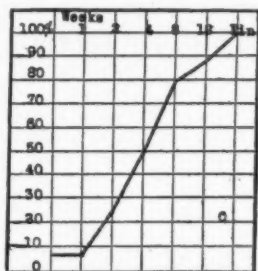
Here are two national women's publications: A is a slow mailer—it takes them two or three weeks to mail an issue—while B mails its issue in a few days. What is the result?

A has pulled only 10 per cent of its final in two weeks, whereas B shows 26 per cent in the same period, and at the end of four weeks A has only 46 per cent of its final while B has 60 per cent.

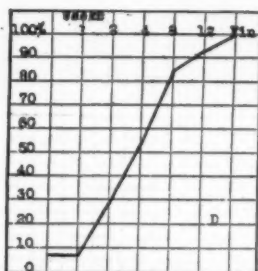
Compare the above with two national fiction papers (C and D) which are almost entirely distributed on the newsstands. Note they are like two peas in a pod. Comparing them at any period there is not more than 6 per cent difference.

Here are two national weeklies—one is mailed to its subscribers and the other is distributed through news-

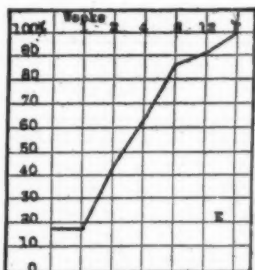
stands. Because E is mailed and reaches its subscribers quickly it pulls much faster than F, which, incidentally, contains less news and



PUBLICATION "C."



PUBLICATION "D"—NOTE SIMILARITY TO PULL OF PUBLICATION "C," IN SAME FIELD



PUBLICATION "E," MAILED TO SUBSCRIBERS, PULLS 68 PER CENT IN TWO WEEKS

May 5, 1921

PRINTERS' INK

83

P. P. C. Facts

Warner's
Rust-Proof
Corsets

Warner Brothers Company, manufacturers of Redfern and Warner's Rust-Proof Corsets, Warner Brassieres and Perfection Waists, have been pioneers in their business during almost half a century.

Twenty-seven years ago they invented the "Rust-Proof" corset. For nearly forty years they have been advertising corsets nationally. To-day, their Redfern advertising alone entitles them to a place among the illustrious few who are consistently giving art and typography a real chance.

At the offices of Warner Brothers Company, as among many other discriminating advertisers, P. P. C. enjoys a reputation for dependability and craftsmanship.

Publishers Printing Company
207 West 25th Street
New York

more fiction than does E. This latter point, of course, has some bearing, but the main difference is due to the time required in distribution. The result is that at the end of two weeks E has pulled 68 per cent of its final, while F has brought only 40 per cent. At the end of four weeks E has produced 85 per cent as compared with 64 per cent for F at the same time.

The local or State farm paper, because it circulates in one or two States and because of the fact that the whole issue is usually mailed the same day, pulls very quickly. The accompanying charts of two papers (G and F) published in two adjacent States show that their pulling is almost identical.

TWO OTHER LEADING FACTORS

There are, however, two other contributing factors that have a bearing on the life of an issue—one is editorial content and the other is the article advertised.

News or review publications—be they monthly or weekly—will not pull so long as papers of general editorial matter, but in no instance does this ever make more than 5 per cent or 10 per cent difference, and the same is true of those publications which claim to be kept for years and years. It may be true

that such publications might pull 2 per cent or 3 per cent after six months. But when we sell we must think of the 97 per cent, since it is that percentage that must necessarily be depended upon to make advertising successful.

Then, too, the character of the article advertised has a slight bearing on the life of the advertisement. For instance, the advertiser of some Spring hat could not very well expect the March issue to bring that 5 per cent or 15 per cent that would ordinarily come in on a staple after the publication had been pulling for three months.

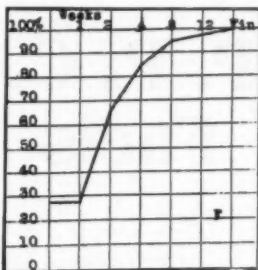
A closer study of the accompanying charts will show what proportion of the total is produced in from one week to three months.

Summing up the situation from a broad point of view for the various classes of publications we have this table:

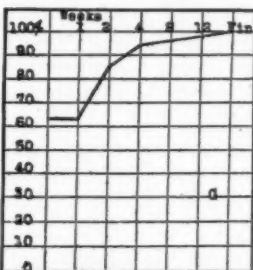
Dailies, 80 per cent of the total in six days.

Farm weeklies, 80 per cent of the total in two weeks.

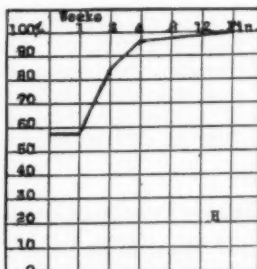
National weeklies, 80 per cent of the total in four weeks; national monthlies, 80 per cent in eight weeks.



PUBLICATION "F," DISTRIBUTED THROUGH NEWSSTANDS, BRINGS 40 PER CENT REPLIES IN TWO WEEKS



PUBLICATION "G," A STATE FARM PAPER, BRINGS QUICK RETURNS



PUBLICATION "H," ANOTHER STATE FARM PAPER, PULLS IN SAME PROPORTIONS AS "G"

S. T. Truman has been appointed account executive of the Salt Lake City office of the L. S. Gillham Co., Inc., advertising agency.

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Emergency Cure for Dull Sales

Practically everyone admits that farmers have not suffered as much from adverse business conditions as have city people—that their buying power is still high and their willingness to buy is still evident.

Many manufacturers are today wishing they had paid more attention to developing the consistent, conservative, prosperous farm market. But they think it is impossible now to reach that market because they haven't farm distribution.

Not so in Ohio, Michigan and Pennsylvania. Here is a market of 698,200 farm families that can be reached through the distribution you probably already have in the cities of these three States. Practically every one of these prosperous farm families lives within an hour's ride of a good sized city and does a lot of buying there.

Tell them about your product in the Lawrence Farm Weeklies and you'll feel an immediate effect upon your sales in the very cities where you possibly now are having a slump.

The Lawrence Farm Weeklies

300,000 Every Saturday

Ohio Farmer
Cleveland, O.

Michigan Farmer
Detroit, Mich.

Pennsylvania Farmer
Philadelphia, Pa.

Members of Audit Bureau of Circulations.
Members Standard Farm Paper Association.

Standard Farm Papers, Inc.,
Western Representative,
1341 Conway Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.



Woman's Institute
of Domestic Arts & Sciences, Inc.
Scranton, Pa.

G. LYNN SUMNER
VICE PRESIDENT

April 28,
19 21.

Mr. Paul Block,
95 Madison Ave.,
New York City, N. Y.

Dear Mr. Block:

There has been so much comment on the remarkable growth of the Woman's Institute, which has been built entirely through national advertising, that I thought you would be glad to know that we feel one of the things that has made this growth possible has been the consistent productiveness of Pictorial Review.

The first Woman's Institute advertising appeared in March, 1916, and Pictorial Review was one of the very few publications selected for our initial announcement. From that time to the end of 1920 we advertised in 34 out of your 57 issues.

On the basis of its record for the preceding four years, we spent more money in Pictorial Review in 1920 than in any other publication and our confidence in it was justified by the fact that it delivered more business than any other of the 27 magazines on our list.

For 1921 we have scheduled Pictorial Review with large space on an every other month basis. We have found Pictorial Review readers not only very responsive to advertising, but a consistently high proportion of those who inquire become purchasers.

Sincerely yours,

GLS-SF

Vice-President.

Pictorial Review . . . delivered more business than any other of the 27 magazines on our list"

We recently received a letter from Mr. A. M. Bedell of The A. M. Bedell Company, who sell Women's Wearing Apparel, in which he stated that his full-page advertisement in the February, 1921, edition brought him over 80,000 replies.

Another large advertiser in Chicago received over 60,000 replies from his full-page copy in the same issue.

And here is a letter from Mr. Sumner of The Woman's Institute, stating that Pictorial Review "delivered more business than any other of the twenty-seven magazines on his list."

The Woman's Institute, whose advertising is in charge of N. W. Ayer & Son, of Philadelphia, is fully qualified, *from actual experience*, to know the comparative advertising value of women's magazines.

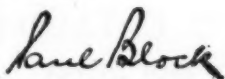
Two and One-Quarter Million Circulation Guaranteed

Of Which at Least 95% Is to Be Net Paid, or Pro-Rata Rebate
(Effective with October, 1921, Issue)

This is the largest *guaranteed* circulation of any
magazine published

Pictorial Review

(Member A. B. C.)



Advertising Director

Catalogue Service—

To the man who does business in the construction field, these words present a concrete image—"SWEET'S"—the big green book that contains the catalogues of over 800 manufacturers of building materials and equipment.

Real catalogue service depends upon expert presentation of vital information by specialists who speak the language of the architect and designer, and on effective distribution to those whose specifying or buying power is known to be large.

To secure adequate representation in the Sixteenth Annual Edition of Sweet's Architectural Catalogue, prompt action is necessary. Forms close July 1.

SWEET'S CATALOGUE SERVICE, INC.
119 West 40th Street New York City

Why Ryzon Price Is Not the Same at All Stores

General Chemical Company Tells of Price Increase Made in March, 1920

GENERAL CHEMICAL COMPANY
FOOD DEPARTMENT

New York, May 2, 1921.

Editor of PRINTERS' INK:

We have read the report of a shopping tour by one of your staff writers, published in your journal of April 28th, and we challenge his statements, in so far as they pertain to RYZON, The Perfect Baking Powder.

Superficial investigations, which is the basis of this article, will not restore consumer confidence in retail prices, or manufacturers' and dealers' confidence in your desire to place the facts before the trade and public.

Had this modern "philosopher in search of an honest man," investigated the question of retail prices with the owners of the stores visited, rather than the porters and clerks, he would not have blundered into making the statement that he was perturbed to find a dealer resorting to the trick of pasting a little sticker over the manufacturer's price mark on RYZON can.

Those little stickers were placed on the labels by us as manufacturers, when it became necessary to advance our price to sixty cents per pound for RYZON in March, 1920.

This zealous searcher after truth, was further to find an A. & P. store with a pound can of RYZON marked "40 cents," which stock was purchased prior to the advance.

RYZON, The Perfect Baking Powder, is sold to the retail grocery trade at the following prices:

1 pound cans \$3.40 per dozen.

$\frac{1}{2}$ pound cans 3.00 per dozen.

$\frac{1}{4}$ pound cans 1.75 per dozen.

as indicated on our price list dated March 1, 1920, copy enclosed—the retail profit is 25 per cent on selling price to the consumer—a fair return for capital invested and services rendered.

In justice to the retail grocery trade distributing RYZON, and this company as manufacturers, we request you to publish this letter in your journal.

GENERAL CHEMICAL COMPANY,

FOOD DEPARTMENT,

A. J. WAKEFIELD,

Director of Sales.

WE are glad to publish the letter from Mr. Wakefield. Roy Dickinson in his story "Your Prices to Me," stated in last week's issue of PRINTERS' INK that he went on a "shopping expedition, it wasn't an investigation."

The average consumer, on a shopping tour seldom investigates "the question of retail prices with the owners of the stores visited,

rather than the porters and clerks." He or she either calls the order department on the phone, or buys at the counter from the first clerk who asks "are you being waited on?" It is exactly this place in the sale that is so tremendously important to the manufacturer to-day.

Apologies are frankly offered Charles M. Decker & Bros., retailers of East Orange, N. J., who did not stick pasters over the labels. At last accounts the A. & P. was still selling Ryzon, with the forty-cent price mark printed on the label, for thirty-four cents a can, and seemed to have plenty in stock.

W. G. Wrightson, vice-president of the Great Atlantic & Pacific Tea Company, tells us that his company purchased a large stock of Ryzon in the early part of 1920, before the price was raised. But when the General Chemical Company raised the price to the consumer in March, 1920, the Atlantic and Pacific stores decided to give their customers the advantage of this purchase and did not raise the price. The old idea in retailing was to boost the price to the new selling level at each raise, the newer idea is to give the customer the advantage of a good buy. All of which would seem to make more pertinent the questions which Mr. Dickinson asked at the end of his article on the "little shopping tour":

"Are the chain stores and the other places where goods are sold at a cheap price doing manufacturers a service by cutting prices to the quick when the consumer wants low prices?" Is the tendency of distribution toward chain stores and agencies controlled by the producer?"

What is happening to merchandise at the point of sale continues to be a most important question for manufacturers to-day.—[Ed. PRINTERS' INK.

Aim of New Department of U. S. Chamber of Commerce

ALVIN E. DODD, manager of the Department of Domestic Distribution of the United States Chamber of Commerce, explained the work of the department at the meeting of the Chamber, held in Atlantic City last week.

"The long-time purposes of the Department of Domestic Distribution," he said, "will be that of contributing to the reduction of the cost of distribution and the indication of practical methods by which our merchants can lessen the margin now being taken between the producer and consumer. It would seem, therefore, that the whole range of the expense of distribution must receive attention.

"We may consider, therefore, activities of the Domestic Distribution Department will be:

"1. To co-operate with trade groups and universities for the purpose of serving as a clearing house in the researches and activities bearing upon problems of distribution.

"2. To co-operate in the preparation and application of accurate statistics so that distributors may benefit by the records of business in the conduct of their affairs.

"3. To study the causes of waste in distribution with a view to suggesting means of prevention.

"4. To promote inquiries into the purchasing power of communities as an aid to intelligent marketing of commodities and effective balance between production and distribution.

"5. To maintain contact with, and report upon, national legislation affecting the legitimate and orderly processes of distribution.

"6. To advance the knowledge of the consumer as to the methods and costs of the various necessary phases of distribution.

"7. To animate, through the harmonious action of trade groups, an increasing faith in and reliance upon the ethical principles of business.

"8. To gather data relating to

conditions of employment and regard; and upon the best preparation for promotion.

"9. To create a bureau of information for answering all inquiries touching upon distribution.

"10. To investigate the broad principles of distribution for the formulation of its laws, the identification of its factors, and their relations to each other, so that some measure may be discovered which can be applied as a means of judging the effectiveness of any business organization."

Robertson-Cole Company's Advertising Plans

The Robertson-Cole Company, New York distributor of motion pictures, has reorganized its publicity and advertising department, and is now making plans for a national newspaper advertising campaign. This new campaign will be undertaken in order that a more extensive field may be covered than has been possible in all other previous advertising efforts by this company.

C. Seymour Clark has been made director of publicity and advertising, and Gordon H. Place has been appointed assistant to Mr. Clark.

Mr. Clark was formerly executive secretary of the bureau of special campaigns of the American Red Cross, and for the last three years was in charge of advertising and publicity campaigns for membership and money. He is a former newspaper publisher, and was for ten years a branch manager of the Western Newspaper Union in Kansas City and in Cincinnati.

Mr. Place was recently editor of "Progress-Advance" and "The Money Sheet," published in the interest of motion picture exhibitors by the Famous Players-Lasky Corporation.

Three Philadelphia Foreign Language Newspapers Have Bureau

L'Opinion, *The Jewish World* and the *Gazette-Democrat*, three foreign language newspapers, published in Philadelphia, have formed a combined merchandising service bureau in that city called the Consolidated Merchandising Bureau. H. S. Tractenberg is manager of this bureau.

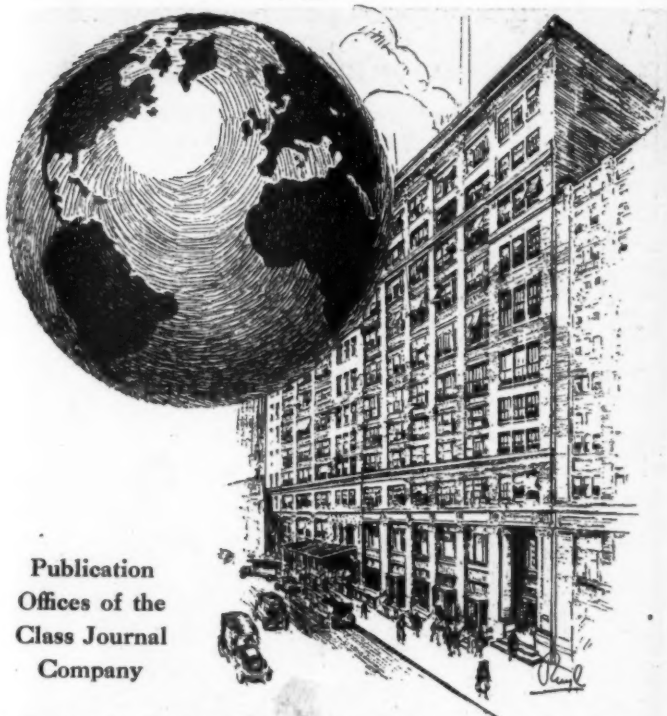
Muncie, Ind., "Star" to Have Retailers' Publication

The Muncie, Ind., *Star* is starting the publication of a retailers' newspaper which will be known as "The Muncie Star, Jr." This new publication will be under the direction of Ed. Brulette, advertising manager of the *Star*.

May 5, 1921

PRINTERS' INK

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Publication
Offices of the
Class Journal
Company

AN INTERNATIONAL HEADQUARTERS

Automotive importers and manufacturers from every country where cars are made or used make this office their first port of call upon their arrival on this side.

The authoritative standing of Class Journal automotive business papers, well recognized abroad, gives their foreign subscribers and others interested a natural desire to make this office a clearing house for intimate information.

Here we are always able and willing to put our resources in many directions, at the disposal of those who need advice concerning sources of export supply, travel facilities, and other matters of moment.

Automotive Industries is the manufacturers' authority.

Motor World and Motor Age are the selling authorities of the industry.

The Class Journal Company

Member A. B. P., Inc.

CHICAGO
Mallers Bldg.

NEW YORK
239 W. 39th St.



FULLER & S

ADVERTISING - L

Besides

BEAVER BOARD

FOR BETTER WALLS AND BETTER CEILINGS



the clients of Fuller & Smith are:

- | | |
|---|--|
| The American Multigraph Sales Company,
<i>The "Multigraph."</i> | Ivanhoe-Regent Works of General Electric Co.,
<i>"Ivanhoe" Metal Reflectors and Illuminating Glassware.</i> |
| The Austin Company,
<i>Standard and Special Factory-Buildings.</i> | National Lamp Works of General Electric Company,
<i>National Mazda Lamps.</i> |
| The Beaver Manufacturing Company,
<i>Beaver Kerosene Tractor Engines.</i> | R. D. Nuttall Company,
<i>Tractor Gears.</i> |
| Burroughs Adding Machine Company,
<i>Adding, Bookkeeping and Calculating Machines.</i> | The Outlook Company,
<i>Automobile Accessories.</i> |
| The Cleveland and Buffalo Transit Company,
<i>Lake Steamship Lines.</i> | Pittsburgh Gage and Supply Co.,
<i>"Gainaday" Electric Washing Machines.</i> |
| The Cleveland Provision Company,
<i>"Willshire" Meat Products.</i> | H. H. Robertson Company,
<i>"Robertson Process" Metal, Gypsum and Asphalt.</i> |
| The Craig Tractor Company,
<i>Farm Tractors.</i> | Hotels Statler Company, Inc.,
<i>Operating Hotels Statler, Buffalo, Cleveland, Detroit and St. Louis, and Hotel Pennsylvania, New York.</i> |
| Dunlop Tire and Rubber Corporation of America,
<i>Tires and Golf Balls.</i> | The Timken-Detroit Axle Company,
<i>Axles for Motor Vehicles.</i> |
| Field, Richards & Company,
<i>Investment Bankers.</i> | University School,
<i>College Preparatory School.</i> |
| Free Sewing Machine Company,
<i>Sewing Machines.</i> | The Westcott Motor Car Company,
<i>Passenger Cars.</i> |
| Gainaday Electric Company,
<i>Retail Stores, for Electric Household Appliances.</i> | Westinghouse Electric and Manufacturing Company,
<i>Electric Apparatus, Appliances and Supplies.</i> |
| The Glidden Company,
<i>Paints, Varnishes and "Jap-a-lac" Household Finishes.</i> | Willard Storage Battery Company,
<i>Storage Batteries.</i> |

Also serving the Vulcanite Roofing Division of
The Beaver Board Companies.

& SMITH

G - LEVELAND





Business Moves Forward on a Roadway of Paper

Better paper, standardized as to quality
and supply, speeds forward movement.

THE BASIC LINE

A Whitaker Standard

means economy of cost and effort to the paper
buyer at a gain of money and satisfaction.
Basic Bond; Basic Ledger; Basic Safety; Basic
Text; and Basic Covers provide in one line five
papers that improve and facilitate the work of
each department in your organization.

THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago,
Detroit, Denver, Dayton, Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Charleston, W. Va., Chattanooga,
Tenn., Cleveland, Colorado Springs, Hartford, Conn., Kalamazoo,
Mich., Kansas City, Knoxville, Lansing, Mich., Lexington, Louis-
ville, New Haven, Philadelphia, Portland, Me., Providence, Salt
Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C.,
Phoenix, Ariz., Minneapolis, Minn., Worcester, Mass.,

Advertises Nationally to Obtain Girl Workers

Bradley Knitting Company Makes Wide Appeal to Attract the Right Kind of Factory Help

AN advertisement for girl factory workers, sixty lines to two columns and illustrated, appearing in the current issue of one of the women's magazines of national circulation, is something in the way of a novelty in "help wanted" advertising. But it is also something more than that.

Behind this advertisement is an interesting experiment. It is an attempt to solve the difficult and persistent problem encountered by almost every manufacturer who has outgrown the small town in which he is located—the problem of obtaining the right kind of labor.

Delavan, where the Bradley Knitting Mills are the principal industry in the locality, is a small Wisconsin town, a short run from Chicago. In the winter it has a population of about 3,000. In summer that number is doubled by visitors, the beauty of the district making it a popular vacation resort.

The little town sprang up around the mills, but does not grow so fast as the mills do. The reason is that at the mills the big labor demand is not for men but for girls. Delavan is one of the few places on the map where parents hope their babies will be girls rather than boys.

Practically all Delavan girls, as soon as they are old enough, go to the mills to help make the sweaters that have been popularized all over the country by the advertising slogan, "Slip into a Bradley and Out of Doors." But Delavan girls, like other girls, hear the call of the big cities and wedding bells—and they slip into a Bradley and out of Delavan.

Many girls are obtained from Chicago. But when a girl feels homesick, the railway journey to Chicago seems nothing. It is even easier for her sweetheart to dissuade her from returning—because Delavan is so far away.

Attractive Work for GIRLS

Bradley

KNIT WEAR

See our Color Ad facing last page


There is an opportunity for a number of fine girls at the Bradley Knitting Company, Delavan, Wis., to do sewing, finishing, cutting or inspecting of fine knit sweaters.

The work is well paid and the girls will be given fine surroundings during and after working hours. Meals (served at nominal cost at Bradley Hall) as well as full privileges of the Bradley Hall living room, gymnasium, etc.

Delavan is an ideal town, just a few hours from Chicago, and is a famous summer resort — and the Bradley Mill an ideal place to work.

We Never Have a Lay-Off at Bradley's

If interested, please write at once to Miss Margaret North Johnson, Bradley Hall, Delavan, Wisconsin. Or better, "Write them a line." Or ask her to make all arrangements for you to come at once. Write today.



AN ADVERTISEMENT THAT TELLS THE STORY

It is hard for a big-town girl to settle happily in a small town. She misses the big stores, the movies, the dancing, the never-ending change—the laughter and the throb of life. The quiet of the country gets on her nerves.

The situation is a serious one, especially for such concerns as a big knitting mills. Perpetual change of help and the resulting high percentage of inefficiency constitute a problem, the difficulty of which disturbs the arrangements of many a manufacturer even in large cities.

But half the girls in the United States are living in small towns, and many of them have no desire to go to the big city. Most of them are keen for something to do and cannot find it.

There lies the source of help which the Bradley Knitting Company hopes to tap by means of its unusual "help wanted" advertisement. They want to reach the nice, quiet girls who have good

homes, who like living in the country, and who are seeking the opportunity to do something for a living where they will be happy.

It would seem that Miss Margaret Ruth Johnson, hostess of Bradley Hall and Big Sister of the Bradley girls, has hit upon a bright idea. It may largely help to solve the problem at Delavan and also the problem of the girl of the small town and her parents.

The Bradley advertisement, "Attractive Work for Girls," which is reproduced here, tells its own story. Through the magazine in which it is published it will reach just the right class of girl—the girl of the sort that Bradley needs.

There is another interesting slant to this advertisement. Notice the line, inserted as if an incidental thought, "(See our Color Ad facing last page)." That neat touch makes this piece of copy profitable even if it should not find one girl who would not rather live in Greenwich village than any other. It doubles the effect—perhaps more than doubles—of the color page on the inside back cover. Everybody who reads the small advertisement is certain to look back at the color page. At the same time, the color page will act as the turning point with many a girl—she will feel it must be something to be proud of to work for a concern that puts out the big advertisements in color she has so often wondered at.

Again, this novel "help wanted" advertisement will be a very useful weapon in the hands of the Bradley salesman. "See!" they will be able to say, "here's a pretty good proof for you of our big and growing demand. Read this line, 'We never have a lay-off at Bradley's!' We're high-production, low-cost people and—" Take it anyway, it is bound to make people talk of Bradley's sweaters.

Georgia Publishers Condemn "Space Jobbing"

A resolution condemning the jobbing of space by newspaper publishers who are members of The Associated Dailies of South Georgia was passed at a meeting of that association at Americus, Ga. The passing of this resolution fol-

lowed the reading of a communication from The Six Point League, given in *PRINTERS' INK* of April 14.

The resolution follows: "Whereas, The Associated Dailies of South Georgia recognize the justice of the complaint of the advertising agencies against the recently developed practice of newspapers allowing a local advertiser to 'job' his local rate to a national advertiser, and,

"Whereas, It is the policy of the members of this Association to give the advertising agencies every protection to which they are justly entitled, and every assistance through earnest co-operation and satisfactory service in developing national advertising accounts and in holding said accounts which the advertising agency has developed; therefore, be it

"Resolved, That no member of the Associated Dailies of South Georgia will permit any local advertiser to 'job' his local contract rate to any national advertiser, and that all contracts with local advertisers entered into by the members of this association will contain a clause specifically prohibiting such a practice, and that no member of this association shall accept any national advertising which comes through local dealers at a rate lower than the newspaper's gross foreign rate."

New York Club Nominations

The nominating committee of the Advertising Club of New York has offered the following ticket for the consideration of members of the club at the annual election of officers to be held May 10:

President, Frank E. Fehlman, president Churchill-Hall, Inc.; vice-president, Charles C. Green, president and treasurer James Advertising Agency; treasurer, Oliver B. Merrill, manager New York office *Youth's Companion*; directors, Herman G. Halsted, vice-president Paul Block, Inc.; George W. Hopkins, general sales manager Columbia Graphophone Company, and Sydney R. Clark, of the T. F. Moore Company.

Harry T. Mitchell Returns to Storm Agency

Harry T. Mitchell, who a short time ago left Jules P. Storm & Sons, Inc., advertising agency, New York, to become advertising manager of Brill Brothers of that city, has returned to the Storm agency. Mr. Mitchell had been with the Nash Motors Company, Barron G. Collier, Inc., and the General Ordnance Company, prior to his first connection with the Storm agency.

Joins Glen Buck

Miss Frances McLeod, who has been in charge of personnel work for the California Cap Company, has become a member of the staff of Glen Buck, advertising, Chicago. She will make specialized and personal investigations for Mr. Buck.



The Business of Transportation by Water

MARINE REVIEW covers the entire field—shipbuilding, ship operation, ship maintenance. Its circulation is national. Its net paid circulation of nearly five thousand monthly is distributed as follows:

Shipbuilding companies and officials.....	13.2%
Naval architects and marine engineers.....	3.4%
Manufacturers of equipment and supplies...	15.9%
U. S. Government, schools and libraries....	2.5%
Operating companies and officials.....	30.4%
Officers aboard ship.....	7.0%
Chandlers and supply dealers.....	3.2%
Lighterage, bunkering and service.....	8.7%
Unclassified	15.7%

100.0%

In itself, the business of operating ships amounts to three billions annually. The marine field is worthwhile cultivating. Begin your campaign with the

Third Annual Operating Number
JULY ISSUE

Forms close June Five

MARINE REVIEW

A Penton Publication

NEW YORK

CLEVELAND

LONDON

Audit Bureau of Circulations

Associated Business Papers, Inc.

PRINTERS' INK

from **Broadway, N.Y.**
to **Any Main Street, U.S.**

*This company is
handling all details in
connection with outdoor
advertising campaigns
all over the country.*

*Creative ideas, first
class artisanship and
splendid service mark
our organization as a
premier outdoor adver-
tising agency.*

Outdoor Advertising Everywhere

Branch Offices
The Wrigley Building
CHICAGO

The O.J. Gude Co., N.Y.

550 West 57th Street

PHILADELPHIA

ST LOUIS

CLEVELAND

Branch Offices
Union Trust Building
CINCINNATI

RICHMOND

PRINTERS' INK

PRINTERS' INK

Y.
L.S.



Q There are more little ads than big ones. The more reason for having your little ones right—for calling in Bundscho on them. By phone or letter.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

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Why the Buyers Strike

Many Persons Can't Purchase Household Articles Because They Can't Find Houses to Put Them In

By James Henle

I WAS pleased that the clerk in the furniture store recognized me after I had not visited the establishment in more than two years. But I was somewhat puzzled when he drew me aside and, in a mysterious whisper, said:

"Don't buy anything to-day!"

"Why not?" I demanded.

"Big sale next month. All these prices will be cut to pieces."

"What's the matter? Business bad?"

"Rotten," he returned succinctly. "This buying strike is the limit!"

But, as I left the store thinking over what the clerk had told me, I was not wholly convinced. The public was not buying—that was true. But the only part of the public for which I could speak with any authority was not on strike.

The reason why I had not bought any furniture within the past two years was that I would have had no place to put it. As a matter of fact, I had needed two additional rooms and the furnishings that went with them but—

Right then and there I had run my head into the far-famed housing shortage.

I knew all about that shortage, for I had been on the lookout for an apartment or a house for over a year and had just succeeded in finding one. No one had to demonstrate to me that the shortage existed. And I had official confirmation of the fact that other New Yorkers were in the same position, for Health Commissioner Copeland had estimated that the Greater City lacked accommodations for about 100,000 families, and the Commissioner's word had been backed up by the assertion of Nathan Hirsch, then chairman of the Mayor's Committee on Rent Profiteering, and by other officials.

Perhaps those 100,000 families had been on the same kind of

"strike" in which I had engaged, a strike not so much against prices as against inability to find living quarters.

TEN BILLIONS IN CONSTRUCTION

Nationally the situation was about the same. Senator William M. Calder, as chairman of the Senate Committee on Reconstruction and Production, had reported that the serious shortage in housing throughout the country had had a material effect upon industrial growth and upon public health and morals. In its report the committee asserted:

"It is probably not an exaggerated statement to say from \$10,000,000,000 to \$20,000,000,000 is necessary to provide the structural facilities which would have now been in use had not the war occurred. Necessary railroad construction has been estimated as high as \$6,000,000,000 and 1,000,000 homes at \$5,000 each would require \$5,000,000,000; public utilities, highways and waterways, taken together, would require several billions in addition. Until this construction has taken place the nation must do without conveniences to which it was formerly accustomed."

Boston was said to require between 3,000 and 5,000 new houses or apartments; New Bedford reported a shortage of 1,500 houses. Philadelphia lacked accommodations for 20,000 families and St. Louis had a shortage of 10,000 homes. New Orleans reported the need for at least 2,000 houses a year for several years and Cleveland had an estimated shortage of 15,000 homes. Detroit reported need of a housing programme involving \$250,000,000, and the State of Iowa required from 35,000 to 50,000 homes. Denver put its shortage at 2,500 homes.

Recently, also, the United States

Mortgage & Trust Co. had conducted an economic survey of fifty-one cities in the South, West and Middle West. The information was obtained from correspondent banks, mortgage representatives and attorneys. Of the fifty-one cities, thirty-nine reported serious shortages both of residential and business space. Eight reported shortages in one kind of property, two reported slight shortages, and in only two cities were conditions normal.

It was comparatively easy to visualize the situation so far as New York City was concerned. Last year marriage licenses were issued to 79,236 couples. Exactly 237 new "tenements" (the term includes apartment houses of all kinds) were constructed. In these there were 4,882 apartments containing 19,684 rooms, an average of a little more than four rooms to an apartment—and about one-sixteenth of an apartment to a couple. Persons from Kokomo and Little Rock find it difficult to understand how folks can exist in a New York apartment at all; certainly no one has suggested a means by which a family can live in one-sixteenth of one.

For a close-up of the Borough of Manhattan, consider the following: The number of marriage licenses issued there reached the total of 43,324 in 1920. To accommodate these newlyweds plans and specifications were filed during the year for the following new buildings:

Eight dwellings with an estimated cost of above \$50,000.

Ten dwellings with an estimated cost between \$20,000 and \$50,000.

Four dwellings with an estimated cost under \$20,000.

Twenty-two tenements.

Three hotels.

Over a ten-year period the figures are even more striking. From a high point of 2,934 tenements erected in 1911 within the limits of the Greater City, the number dropped to ninety-five in 1919. From 1910 to 1916 the yearly average was 1,875; from 1917 to 1920, inclusive, it was 305.

These last figures take no ac-

count of one and two family houses, but the apartment is by far the predominant type of dwelling in the metropolis. However, the shortage of private residences is just as acute, Charles O'Connor Hennessy, chairman of the Federal Legislative Committee of the United States League of Local Building and Loan Associations, explained to me. He said:

"The need for assistance in financing home building by persons who have been unable to obtain adequate housing is so serious that building and loan associations in this city and elsewhere are able to meet only 50 per cent of the demand.

"This means that we are able to meet half of the evident demand. It does not mean that we could meet so large a proportion of the potential demand. If we were in a position where we could advertise that we were ready to supply building loans to everyone who wanted a home and who were able to fulfil our requirements, there is no telling what the demand would be.

"As it is, we are every day turning down people who come here with good security to offer for building loans. There are 8,000 institutions in the country like our own (Mr. Hennessy is president of the Franklin Society for Home-Building and Savings) and I believe that, with the exception of a few cities, the situation is pretty much the same throughout the country."

WHERE AND HOW THEY LIVE

But what are the newlyweds and others who have been unable to find homes to suit them doing? They are managing to live—and to live in New York, for the population of the metropolis is not shrinking—but how?

Health Commissioner Copeland attempted to answer that query by an investigation conducted by skilled social workers.

"Our survey revealed a startling state of affairs," he said. "Our nurses and inspectors visited 32,470 homes. The buildings investigated were of all sizes. They

May 5, 1921

PRINTERS' INK

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ran from one-family houses to houses containing 120 flats or more. Localities were selected at random, and the work was done thoroughly.

"The survey established that numerous apartments, arranged and intended for occupancy by one family, were housing two families. It further showed that many families, by force of necessity, were taking in roomers.

"In one instance a building erected for fifteen families was housing thirty-five families, and these had been obliged to take in twenty roomers, which would really make five families more. Another house, constructed to house thirty families, was sheltering forty, with thirty roomers added. In another instance 109 houses built for twenty families each were housing 1,033 roomers."

"According to all the information at our disposal," Mr. Hirsch told me, "there is a shortage of at least 100,000 homes—whether private dwellings or apartments—in New York. This means that 100,000 families are tucked in with another 100,000 families, and are anxious to escape as soon as possible and obtain homes of their own." Mr. Hirsch is now Associate Chairman of the Citizens' Non-Partisan Housing Committee, of which Samuel Gompers, president of the American Federation of Labor, is chairman.

DELAYED PURCHASES

Indications of the crowded conditions of the metropolis are to be found on almost every street in the residential districts. Everywhere private dwellings are being broken up into two- and three-room apartments. But most of the tenants of such premises regard these as only makeshift arrangements. As children come and families expand the situation becomes intolerable and larger quarters are a necessity. The same applies to those families that are now living in hotels, apartments and "non-housekeeping" apartments.

A study of these figures is enough to raise the serious ques-

tion as to how much of the "buyers' strike," particularly as it regards furniture and housefurnishings, is due directly to the housing shortage. Obviously in these fields buying power depends more upon the number of houses and the number of homes in a community than on the number of people. When families "double up" there is need of only one dining-room table. They do not purchase two soup kettles nor two vacuum cleaners. The same number of rugs or the same amount of carpeting is required in a six-room apartment whether it is inhabited by one family or by two—or even three. When a man goes to live with his mother-in-law he may take out additional health insurance, but he does not purchase a player-piano.

It seems only logical to argue that when this shortage is relieved—for the moment we need not discuss how soon this is to occur—trade in such goods will be stimulated enormously. Indeed, we may, with more or less reason, picture the situation as one in which a vast and growing force is being held up temporarily by a dam—the housing shortage—and when the dam breaks or is broken, we may expect to see released a buying power of startling extent.

To what importance this may develop is shown when we examine figures which give some indication of the energy that is being kept in check. According to statistics of the United States Department of Labor, obtained from a careful study of the budgets of 6,180 families in thirty-six Northern cities and of 1,983 families in eighteen Southern cities, the average annual expenditure per family in the North for furniture and other household articles is \$68.12 and in the South \$74.59—a grand average of \$71.36. The families studied had incomes that for the most part ranged between \$900 and \$2,500 per year.

Classified according to the incomes of the respective families in the two sections, the results were as follows:

	Under \$900	\$900 and under \$1200	\$1200 and under \$1500	\$1500 and under \$1800	\$1800 and under \$2100	\$2100 and under \$2500	Over \$2500
North	\$30.66	\$45.60	\$58.70	\$80.26	\$91.65	\$111.37	\$121.78
South	31.82	47.45	65.34	80.68	97.83	119.83	125.91

Taking the average of \$71.36 and multiplying it by 100,000, the number of families which, according to all responsible officials, lack adequate housing in the metropolis, we find that in the Greater City alone there is an annual stored buying power of \$7,136,000. Nationally the figures would mount to an amazing total.

But this numerical expression is inadequate for two reasons. In the first place it concerns only families of small or moderate-sized incomes. In the fashionable hotels of New York there are families that are temporarily foregoing the pleasures of home life until they can find suitable accommodations at what seems to them fair rentals—this in spite of the fact that they have incomes reaching to five and even six figures.

More important, however, is it that the investigation of the Department of Labor included for the most part only families which

hold articles is not the "upkeep" but the initial purchase which experts of the Department have elsewhere estimated as averaging \$1,000 a family. If each of the 100,000 "homeless" families in New York furnishes a home when the housing shortage is relieved it will mean that orders for \$100,000,000 of furnishings will burst about the startled ears of metropolitan merchants. Of course, this is an extreme figure. Many families already have partial or complete outfits; others will borrow a great deal from parents; others will extend their purchases over several years. But with all these deductions the fact still remains that an astonishing demand can be expected when there is again a home for every family.

The following table gives an interesting idea where some of the major portions of the \$71.36 average expenditure per family go each year:

Whether the housing situation is

AVERAGE ANNUAL EXPENDITURE PER FAMILY FOR FURNITURE AND FURNISHINGS

Article	Northern Cities	Southern Cities
Carpets	\$5.05	\$5.19
Chairs and stools	2.83	3.35
Tables	1.72	2.46
Couches, davenports, sofas	2.06	2.08
Bureaus, chiffoniers, dressing tables	1.33	2.28
Sideboards, buffets, china closets	1.48	1.84
Bedsteads	2.21	2.66
Mattresses	1.89	2.11
Sheets	1.65	2.24
Dishes and glassware	1.59	1.49
Knives, forks and spoons35	.41
Stoves, ranges, heaters	5.05	5.64
Kitchen utensils	1.07	1.14
Refrigerators81	1.78
Lamps, gas mantles, electric bulbs, etc.	1.32	1.07
Pianos and players	5.43	5.36
Talking machines	3.50	3.36
Records, rolls, etc.	1.38	1.33
Washing machines96	.11
Baby carriages, go-carts	2.51	1.64
Sewing machines	1.67	2.32

had been keeping house for a number of years. These already possessed their "outfits" and their only expenditures for furnishings were to replace old or discarded articles or to meet the demands of a higher standard of living.

But the chief expense of house-

being relieved at present is a question that can be argued with some show of reason on both sides. February building permits exceeded those of January by 96 per cent, according to reports from 196 cities. For February there

(Continued on page 109)

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Busy Washington---"D.C."

Coincident with the prevailing prosperity at the Nation's Capital, THE STAR'S advertising record for 1921 to date totally eclipses its record for the same period last year.

Manifestly you cannot afford to leave Washington out of your campaign; and obviously THE STAR is the ONLY medium necessary to cover this field completely and convincingly.

The Rotogravure Section with its intensely interesting "picture news" offers a splendid vehicle for your announcement.

The Evening Star.

WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building



CRITCHFIELD & COMPANY

announce the appointment

of

MR. W. F. THERKILDSON

CHICAGO
APRIL 18, 1921

AN ADVERTISING AGENCY can be no more efficient than the individual efficiency of the men and women who make up its personnel.

Critchfield & Company are always on the alert to add to their forces men whose education, experience and record indicate that they are equipped actually to serve.

Also, in order that Critchfield ideals may continue to be maintained, that Critchfield service may be extended and developed, the greatest discrimination must be exercised in choosing men for the Critchfield Organization.

Meet Mr. W. F. Therkildson! He joins Critchfield & Company as a Vice-President.

Mr. Therkildson is known to the advertising world as a proved authority in certain lines, in addition to being an able counselor and guider of advertising activities in any field.

His knowledge of the big, vital problems of both production and distribution of foodstuffs — gained from intimate, practical experience in agricultural fields in all parts of this country and in Europe—will prove of exceptional value to the clients of Critchfield & Company. His experience in this basic industry, added to the background of experience of this organization, will provide Critchfield & Company with a still greater ability to serve all those who raise, buy and sell what the world must eat.

Mr. Therkildson was, for years, Sales and Advertising Manager of the world's largest seed house. He has a corresponding record in connection with the executive direction of the world's largest nursery and a later service to many industries through his late connection with N. W. Ayer & Son. He comes to Critchfield & Company in the height of his powers and is a man you will be glad to know.

MoToR announces with much pleasure the acquisition of Mr. Albert B. Hunt as Southern advertising representative.

Mr. Hunt's previous connection with MoToR covered a span of eleven years and during this time he learned to know the Southern automobile territory as few men know it.

In welcoming Mr. Hunt back to the fold, I know that I speak for every advertising man in the Southern territory in offering him heartiest congratulations and best wishes for success in his renewed activities with MoToR.

Robert T. Davidson,
Business Manager.

were issued 27,261 permits for buildings with an estimated valuation of \$96,493,227, as against 21,722 permits in 203 cities with a total valuation of \$62,150,481 in January. However, there was a decrease as compared with the \$133,649,318, which was the valuation for those same cities in February, 1920, though in that month only 27,140 permits were issued.

The valuations in Chicago for February more than tripled those of January, while in New York the January mark was nearly doubled. Twelve cities passed the million-dollar mark in January and sixteen in February.

Reports of the Tenement House Department of New York show that plans for ninety-six buildings to contain 2,280 apartments were filed during the first quarter of this year. Of these, plans for sixty-three buildings totalling 1,530 apartments were filed between February 25 and March 31, or since the passage of the tax exemption ordinance. Seventy-three tenements are being erected in accordance with plans filed last year and forty-three on plans filed this year.

More detailed figures for Manhattan afford scant encouragement so far as that borough is concerned. Plans filed during the first quarter of this year show that the construction of eight private dwellings is contemplated, as against three in a similar period in 1920. But in each case plans for nine tenements were filed; the 1920 buildings called for the expenditure of \$2,675,000 and those designed this year for \$1,790,000.

So far we have considered only one aspect of the situation that will be presented when the housing shortage is relieved. This will also have enormous results in other directions. The building industry is one of the "key" industries of the country—when it is prosperous it stimulates many others. It has a direct influence upon brick yards, steel mills, railroads, the lumber, glass, concrete and other industries. It has an indirect influence upon our entire industrial life.

In New York, it is estimated, about 110,000 workmen are counted in the building trades. Only a small percentage of these is employed at present. The buying power of most of them has been curtailed, their families are purchasing only the bare necessities. With a revival of building a large and important factor will be added to the buying power of New York and of every other city in which building is now stagnant.

What is the lesson which advertisers, particularly those exploiting household furnishings, can draw from these figures? It is impossible to tell exactly how long the dam that is holding in check this stored buying power will last, but one thing is certain: In the end it will be broken. Men who want homes and who have the money to maintain them will be given the opportunity to buy or rent; where the demand exists means of production will inevitably be found.

During the time while the dam lasts the period between conviction and sale is merely being lengthened. Often a housewife will purchase a product to which her attention had been drawn months before by a bit of effective copy.

It is the wise advertiser who will use this period to sharpen and extend his efforts, who will put before his prospective customers as attractively as possible the merits of his talking machine, furniture, vacuum cleaner, kitchenware, mattress.

It is the wise advertiser who will be ready for this stored buying power when it is released.

Willard Price Heads Butler Brothers' Service

Willard Price, formerly editor of *The World Outlook*, New York, has been put in charge of the customers' service department of Butler Brothers, wholesalers of general merchandise, with headquarters in Chicago.

Lindsay Association of Artists Incorporates in New York

The Lindsay Association of Artists has been incorporated in New York. The officers are F. E. Lindsay, president, and T. J. Peters, vice-president.

Measuring Copy Writer's Pay by Results Obtained

Mighty Pens Not Too Mighty to Enter Joust for \$100 Reward

April 15, 1921.

Editor of **PRINTERS' INK**:

I observe in your issue of April 14, page 137, that 259 men are competing for the booklet-writing prize of \$100. As this affair has caused discussion concerning the proper fees for booklet work, please allow me to contribute a little testimony. Kindly omit my signature.

The discerning advertiser is willing to pay a competent copy man as much as he pays an able lawyer or doctor. Of course, the world is full of cheap men, but they should not be paraded before the public as typifying ability.

I am an advertising writer, and commonly receive from \$500 to \$1,000 dollars, and more, for writing a booklet—the length ranging between 2,500 and 5,000 words. For one piece of work, 3,500 words, I received 50 cents a word. For another assignment, involving approximately 5,000 words, I was paid over 70 cents a word. None of these fees included printing, paper, space, art work, traveling expenses, or any item, except my own services and immediate office overhead.

I should say, however, that my fees are never computed in terms of *words*, which are the cheapest commodity an advertiser can buy. He can hire a million men to supply words at a fraction of a cent apiece. When he pays the prices I have named, he buys the best brains and experience he can find, viewed from angles I need not discuss here. He buys results.

And I want to say that even with these seemingly high fees, and plenty of them, I am not driving a Rolls Royce or living in a mansion. The final 70-cent word, for instance, often stands for hundreds of words of preliminary writing, plus analysis, psychology and other mental products.

This man who offered \$100 for a booklet is wholly outside the great class of intelligent executives who know that brains are not bought for starvation wages.

[—]

OUR correspondent is a well-known writer of advertising. He is right, of course, when he intimates that there is no quantitative basis on which to judge copy prices. He brings up the question of the lawyer in this connection. We have heard of a lawyer who was paid a large retainer fee, perhaps as high as fifty thousand dollars, in order that at the proper time he might say "no." It might be said that he was paid fifty thousand dollars a word, but

he, too, of course goes into a great mass of preliminary study to fit him for the final saying of that sometimes expensive, and sometimes welcome word "No."

There is another view of the whole matter which was not touched upon in our previous correspondence and which is clearly important. It does the advertising business no good to have the one-thousand dollars a week or five-hundred dollars a word salaries that are supposedly paid in the business made a matter of national gossip. The less the advertising business gets into the realms of the glorious Arabian Nights and Aladdin's Lamp, with stories that turn the poor young driver of a milk wagon into a copy writer who receives fifty, sixty, seventy dollars a minute for tearing off inspirational slogans and limericks, the better it will be for the standing and repute of the business as a whole. Hardheaded business men are very apt to get the impression that any business which pays its writers fabulous, incredible and ridiculous sums is one which must be based upon bombast and bluff.

Our correspondent, on the other hand, is on perfectly safe ground when he says that the advertiser buys results. We have sometimes seen the finest sort of results produced by the most simple sort of copy—copy which in some cases cost *nothing* a word, written by a consumer, for example. No one can compute the money value of the words Lincoln wrote on the back of an old envelope and which were afterward delivered as the famous Gettysburg address.

Louis B. Jones, of Eastman Kodak, tells us that it took him four days to write the words "A Picture from Home" and to decide that any additions to them to fill a page advertisement would be, in his own words, "redundant, tautological, useless iteration and reiteration." Those four words

May 5, 1921

PRINTERS' INK

111



Ruthrauff & Ryan, inc.

has moved into new and
much larger quarters in

Chicago

in order to make room for
a complete organization
under the management of

Paul E. Watson

The new address is 225
North Michigan Avenue

Ruthrauff & Ryan, inc.
Advertising

New York

Chicago

Baltimore

made a mighty successful piece of advertising copy. Some booklet writers might have added those redundant words, might have padded for reiteration and incidentally more money, at so much a word. The man who was willing to judge how much those four words were worth apiece would be a better guesser than we are. Surely the word basis is a confusing and misleading yardstick by which to judge copy writing for booklets, display advertisements, novels or business stories. There can be no quantitative basis of judgment. Some men in the course of their investigation for a booklet or a plan which they are to write for a big manufacturer give him advice which undoubtedly is worth thousands of dollars. Perhaps the whole argument on "how much an advertising copy writer should be paid" is getting off on the wrong foot. Advertising in one sense consists in buying results at a certain percentage of cost and reward must eventually be measured in terms of the results secured.

It is too soon for the advertiser in PRINTERS' INK who started all this discussion to judge by this yardstick. His booklet hasn't yet been written. He has, however, stated that so far he is more than pleased. It has been difficult for him to pick his writer from the more than 259 people who want the job (287 at this writing). He proves that he yields no mean pen himself, judged by the basis of results. Numbered among the men who are willing to write his booklet for \$100 are some of the best known writers in America, men who are frequent contributors to the most famous periodicals in the country. Several of them said it wasn't the price that appealed so much. The advertisement had touched their pride, and many a man who wears a coveted military medal or a bit of ribbon from the Legion of Honor will prove that money is not the only consideration for which men will do brave deeds, even like writing a booklet! We might ask our correspondent how much per word is copy

worth which will touch a great writer's pride to such an extent that he is willing to write a booklet for \$100.—[Ed. PRINTERS' INK.]

Exports Drop While Imports Rise

Exports for the month of March as reported by the United States Department of Commerce showed a decrease of 20 per cent as compared with February, while the imports jumped from \$215,000,000 in February to \$252,000,000 in March. The exports for March totalled \$384,000,000, as compared with \$820,000,000 for 1920. Imports for March, 1921, totalled \$252,000,000, as against \$524,000,000 for March of last year. For the nine months ended March, 1921, exports totalled \$5,509,000,000 as against \$6,050,000,000 for the corresponding period of last year. Imports for the nine months' period of this year totalled \$3,009,000,000, as against \$3,759,000,000 for the like period of last year.

Exports of gold during March totalled \$700,000 as against \$47,000,000 in March of last year, while during the nine months' period the exports of gold aggregated \$131,000,000, as compared with \$409,000,000 during the nine months period of last year. Imports of gold during March, 1921, totalled \$106,000,000 compared with \$17,000,000 during March of last year, while during the nine months' period ended with March, 1921, imports of gold totalled \$481,000,000, as compared with \$60,000,000 during the corresponding period of 1920.

Would Advertise Truth about Cancer

The Franco-Anglo-American League Against Cancer favors advertising by reputable medical organizations to counteract the exploiting of quack remedies and the "puffing" of unscrupulous or oversanguine physicians, who assert they have discovered a cure for the disease, according to a wireless dispatch from Paris to the New York Times.

This suggestion originated with Dr. Recaud, a professor in the Pasteur Institute, and a leading cancer specialist. His audience, which has generally been regarded as hostile to advertising, has unanimously approved the suggestion. He would have the advertisements signed by the Pasteur Institute and by the Academy of Medicine or the Franco-Anglo-American League, and published in the non-medical press. The advertisements would warn the public against quack remedies, giving details of early symptoms of cancer and information as to where to apply for treatment.

Joins Winemiller & Miller

E. G. Dunning, formerly with the L. C. Pedlar Company has joined Winemiller & Miller, Inc., advertising illustrations, New York.

May 5, 1921

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ERS' INK.

Imports

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May 5, 1921

PRINTERS' INK

113

PROVING THAT AN INDUSTRIAL-EDUCATIONAL FILM PROPERLY MADE WILL LIVE FOREVER

(Careless America was Made Nearly Four Years Ago
and Has Been in Circulation Continuously Since.)



REDMOND WELCH
Supt.

City of Lowell

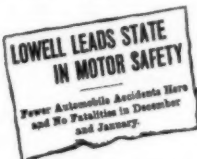
OFFICE OF THE SUPERINTENDENT OF POLICE

LOWELL, MASS. April 19.

1021

Mr. Harry Levey, Pres.,
Harry Levey Service Corp.,
230-232 West 38th Street,
New York, N.Y.

Dear Sir:-



Tomorrow we will return your "Careless America Films",
and pictures by parcel post and want you please convey my appre-
ciation to Mr. H. Firestone, Pres. Firestone Tire Co., for making
it possible for thousands of our folks and hundreds of our school
children to see this most remarkable picture. Enclosed I am send-
ing you a clipping from one of our dailies that speaks for itself,
and in my humble opinion was due entirely to the fact that many of
our citizens and hundreds of our school children saw this picture
last year. All four speakers, including our Mayor, gave Mr.
Firestone credit for this wonderful picture and, as I said above,
if our city has been free from street traffic fatalities it is
due to the fact that these pictures have been seen by many of
our citizens, including hundreds of school children.

Very truly yours,
Redmond Welch
Supt. of Police

HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*

Offices and Studios: 230-232 West 38th Street
NEW YORK CITY

CHICAGO OFFICE—923 POSTAL TELEGRAPH BUILDING

May 5, 1921

May 5, 1921

PRINTERS' INK

115

RICKARD AND COMPANY

INCORPORATED
TWENTY FIVE SPRUCE STREET AT WILLIAM, NEW YORK



The corporate name of Rickard and Sloan has been changed to Rickard and Company, Incorporated.

Continuing the policy which, to a large degree, has been responsible for its uninterrupted growth, the Company will specialize in Industrial and Technical Advertising.

OFFICERS

W. L. Rickard, President
O. S. Tyson, Vice-President Julian Gran, Treasurer
L. F. Maher, Secretary

DIRECTORS

J. R. White H. F. King H. L. Fisher
W. L. Rickard O. S. Tyson Julian Gran



May 5, 1921

May 5, 1921

PRINTERS' INK

115

CLIENTS

Anchor Post Iron Works
Atlantic Insulated Wire & Cable Company
Associated Business Papers, Inc.
Cowan Truck Co.
Cresson-Morris Co.
The Debevoise Company
Easton Car & Construction Co.
The Electric Hoist Manufacturers Assoc.
Electro Dynamic Co.
Ford Chain Block Co.
General Bakelite Co.
The Hayward Co.
Harvey Hubbell, Inc.
Harvey Hubbell of Canada, Ltd.
Joshua Horrocks, Inc.
Jenkins Bros.
The Kent Vacuum Cleaner Co.
J. N. Lapointe Co.
Lea-Courtenay Co.
Pulsometer Steam Pump Co.
Rome Brass & Copper Co.
Rome Wire Co.
Revolvator Co.
Shepard Electric Crane & Hoist Co.
Stewart Davit & Equipment Corporation
Waterbury Company



Why the Great National Advertisers use the **STRAND MAGAZINE**

By Ethel E. Mannin

I HAVE been invited to say what I think concerning the above. But I am not going to do that. Instead, I am going to say what I *know* about the reason why all the biggest advertisers use the pages of "The Strand Magazine." Opinions count for little; knowledge counts for much.

And what I know about "The Strand Magazine's" usefulness as a medium for popularising the specialities of the Great National Advertisers is this: *I know*, as a member of the reading public, that among "light literature" the "Strand" holds an absolutely unique position. It is a magazine which commands the most popular writers and artists, and which appeals to everybody; and *I know*, as an advertising woman, with a working experience of the "inside" of the advertising business, that announcements in "The Strand Magazine" do directly bring in results; keyed advertisements *prove* that; further, as a person of average observation and commonsense, I know that the most popular firms advertise regularly in this magazine; and lastly, *I know*, as a member of the great Buying Public, that advertisements in the "Strand" are read with interest; all my friends read them as a matter of course; I read them myself—when I have any money to spend.

If you want the whole thing in a few words, here it is: The leading advertisers of the day use the "Strand" because it is *the popular magazine*—and popularity is infectious.

THE
STRAND MAGAZINE
LONDON :: ENGLAND

Greater Efficiency per Agate Line

Necessity for Better Space Buying Shown by Returns from Questionnaire

WHEN the Chamber of Commerce of the United States sent out a questionnaire not long ago, one of the questions was, "What have you done to reduce your publicity to a normal basis?" PRINTERS' INK, in the March 10 issue, in an editorial entitled "Don't Prejudice the Survey," called attention to the fact that this question seemed to suggest a cutting down. The results, however, received from more than 2,000 business men — retailers, wholesalers and manufacturers — show that only about one-quarter of them cut down their advertising during the period of depression. The official report, as received from the Domestic Distribution Department of the Chamber of Commerce of the United States, is as follows:

"Although there has been no considerable reduction in advertising space used, American business men, during the present period of business depression, are seeking greater efficiency per inch of space. This department has just completed a survey made for the purpose of determining what manufacturers, retailers and wholesalers are doing to cut overhead expenses as a means of meeting the demand for lower prices.

"What have you done to reduce your publicity to a normal basis?" was one of the questions asked. More than a fourth of those answering said that they had cut down advertising space, but that was in part balanced by reports from many others who found depression a justification for an increased use of advertising. There was an actual increase in the use of circularizing as a means of publicity, an indication perhaps of a desire to move quickly accumulated stock.

"Frequently through the comment which accompanied the answers to the questions about publicity there appeared a note of determination not to cut off advertising as a method of selling but to

make certain of greater results."

The report then proceeds to reprint some of the answers as follows:

"We have taken no steps to reduce our advertising space, as it is our feeling that it is false economy to cut down advertising at a time when business is in need of a stimulant to keep it alive."

"We are economizing in space and size of issues but not pruning as to number of or kind of channels. Our newspaper advertisement rates have very materially increased, however."

"Are making special efforts in direct advertising, by personal sales letters, and enclosures."

"We regard our advertising rather as an investment and as business insurance than as expense. Our effort, therefore, has been to maintain an adequate all-round campaign at a minimum total cost."

"Use more mediums but smaller space with equal results. Space does not count; pounding away all the time is what tells."

"We do not feel that we should decrease publicity; if any change it should be increased."

"Concentrating more than ever on the consumer, by circular letters, house-to-house work and dealer demonstration."

"Have increased our advertising expenditures to increase our business."

"We have increased our direct circularizing."

"It is our idea that cutting the advertising would only increase the cost of selling merchandise and we believe we are right."

"We have rather added to advertising as this has always been our custom—advertise heavily when business is hard and 'go easy' when it is coming anyway."

"Are trying to make what advertising we do more effective. Have simplified the new catalogue we are getting out by eliminating all goods for which there is not an active demand."

"We are striving for greater effectiveness in publicity by more careful selection of items advertised, requiring more careful merchandising preparation."

"Have stopped entirely the advertising in so-called 'charity publications.'"

"We have reduced the newspaper space, letters, etc., and in the place of this we have given more attention to extra values in our windows, and in our localities, it shows good results, because we feel that price is the thing that is most interesting to the trade instead of reading matter."

"We kept our appropriation down to bed-rock during the days when there was practically no sales resistance, conserving our funds for a time when they would stand us in good stead. We feel we now owe it to our distributors and dealers and to ourselves to help keep things moving as satisfactorily as possible by securing the healthy flow of distribution, produced through consistent, well-directed and forceful publicity."

"We feel there is greater sales resistance, particularly on our products, at this time than before, and in consequence we are taking aggressive action in the matter of space and direct-by-mail efforts."

"Less white space in advertising."

"The greatest variety of answers," reports the Chamber, "was received in response to the question: 'What are you doing to reduce your personnel costs to a normal basis?' The general tone of these answers was not so much toward a reduction in wages as in reduction of numbers. An increased efficiency came with the cutting out of the deadwood. Only about one-fourth of those who answered had made any direct reduction of wages."

"About 58 per cent have reduced the number of employees and have done away with one-fifth of their workers. One-fifth reported that they had done away with or reduced commissions and bonuses. How many had been in the habit of giving bonuses, the answers do not show, but as this form of re-

ward was, perhaps, very largely an outgrowth of war conditions, it may be fair to guess that it is fast disappearing with return to more settled times."

SERVICE CUTS NEGLIGIBLE

The part which service plays in the high cost of living is shown in an interesting way in the answers to the question, "What progress has been made in cutting down service?"

"Surprisingly little was done by the 2,000 business men in cutting down service," is the summarization. "A small percentage—6.39—reported decreases in delivery service while a still smaller percentage—2.02—had increased deliveries. An occasional voice is lifted against the amount of service the present-day buyer demands. One man writes:

"It is ridiculous the amount of service the public receives at the hands of merchants (especially in the Western country). It is an important factor to be considered in the high cost of living. People like it, but if they knew what it costs they would kick about paying for it."

"There is the text for a sermon in that last sentence, especially if it be read with this from another answer:

"It costs us to-day 20 cents each to deliver packages, while before the war it cost us five and one-half cents each."

"But for the most part there was shown a reluctance to cut down service. Here are typical expressions along that line:

"We have not attempted to reduce our service in deliveries, as we believe that service to-day more than ever before is going to be one of the strong factors in business reconstruction."

"We have made no reduction in service. I cannot see that our public is any less entitled to good service during a period of slack business than during a period of good business. As a matter of fact, the present opportunity should afford right thinking concerns an opportunity to re-establish the service that suffered so much

STILL GAINING

ANOTHER month (April) rolls by and The Herald is again the only New York morning newspaper that shows a gain in advertising lineage over same month last year.

For the first four months of this year

THE NEW YORK HERALD GAINED 289,696 Lines of Advertising

compared with the same four months last year.

The Herald is the **only** New York morning newspaper that has shown a gain in advertising lineage to date in 1921, compared with 1920.

To show a gain this year over the tremendous volume of advertising in The Herald last year is a distinction that comes only to a newspaper that produces unusual results for its advertisers.

The New York Herald carries more Display Advertising than any other New York morning newspaper, with one exception.

THE NEW YORK HERALD

through the inefficiency and lack of interest of employees during the war.

"More than 20 per cent of those who answered had made a reduction in volume of credit business. Some had shortened the time on charge accounts, while a considerable number—more than 4 per cent of the whole—had lengthened time on this class of business. Some of the methods adopted are interesting:

"We are more lenient on credits based on normal standards than on financial."

"More liberal on small credits and small accounts than ever. To increase our sales and build up good-will."

"Closer attention and sharper action taken with credit business. Cash business being promoted by quoting liberal discounts and boosting "cash and carry" method through circulars and salesmen."

"We are charging interest on all accounts, which run longer than the fifteenth of the month following date of purchase. This has reduced the monthly balances on our accounts approximately 25 per cent."

"No change in terms of payment of domestic accounts, but making more liberal terms of payment on export business to meet competition."

"A general question as to what other means have been used to reduce costs drew forth a wide variety of replies. Stopping the little leaks has engaged as much of the business men's attention as reducing the heavier expenses. Budgets are getting much more careful attention. 'Figuring out ahead what funds we will have available and planning our expenses accordingly' is the way one man puts it. Here are some other suggestions of ways along which your neighbor has gone to work in cost reducing:

"We have adopted the method of thinking twice before making an expenditure, and have figured out what each store can spend each month and no more."

"Cutting out entertainment, traveling and other incidental ex-

penses, scrutinizing telegrams, long distance messages, postage and creating short-cut methods where possible."

"Eliminating some of the extravagant habits contracted during the period of hysteria." "This firm is putting in a complete cost accounting system and finding it a great factor in reducing costs." "Our costs are being reduced by a forced liquidation of merchandise based on replacement values."

The answers from a great number of manufacturers to the question about their advertising costs brought forth a note of determination not to cut down on this modern method of selling, but to make sure of greater results. Just as the employer is calling for greater efficiency per man in his factory, he is seeking for and demanding greater efficiency per line of advertising. This determination as shown by the questionnaire leads directly toward more careful buying of advertising space and more careful preparation of plans and copy.

No man with a real medium to sell or with real services to offer can suffer in the long run from this sort of determination.

Los Angeles Agency Adds Two New Accounts

The account of the Los Angeles Steamship Company, operating the "Yale" and the "Harvard," has been secured by the Los Angeles office of the L. S. Gillham Co., Inc. These steamships resumed operations between Los Angeles and San Francisco on May 2. They had been in the service of the government during the war and were used to transport soldiers across the Atlantic.

This office of the Gillham agency has also secured the account of the Western Ambassador hotels.

Paul's Jam Advertising to Be Continued

The Oregon-Washington Canning & Preserving Company, the organization of which was announced in *PRINTERS' INK* of April 21, is a holding company and the brand names of the Puyallup and Sumner Fruit Growers' Canning Company will be retained. Paul's Jams will continue to be advertised under the name which has been popularized through advertising.

*"I took your advice last May and sold
7,000 bushels of corn at \$1.75 a bushel"*



I. D. McVicar, a subscriber to *Wallaces' Farmer* wrote us as above. He made over \$9,000 by following the advice of our Editors and selling his corn instead of holding it for higher prices, and his letter is but one out of the many we have which show that the readers of *Wallaces' Farmer* have profited in a big way by our sane and practical editorials. The many years of experience and the thoroughness with which the Editors of *Wallaces' Farmer* study agricultural conditions enable them to serve their readers with far advanced information on the outlook of agricultural prices.

Advertisers should know the nature of the editorial advice rendered by the publication in which their advertising appears, just the same as they should take into consideration the character and appearance of the salesman who represents them.

During the past 26 years *Wallaces' Farmer* has made a record of service to agriculture which is unique in the history of agricultural journalism.

Its practical editorial advice has had much to do with the great agricultural prosperity of Iowa. Where farm folks have followed the advice of *Wallaces' Farmer* you will find prosperity. Mr. McVicar's experience is a fair example.

Wallaces' Farmer is the advertiser's most effective and economical way to the group of farm folk that represent the highest percentage of buyers.

Write for our data maps on Iowa or any special information you desire concerning the Iowa market.

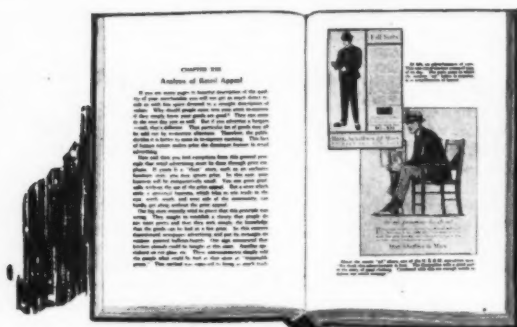
WALLACES' FARMER

Des Moines, Iowa

HENRY C. WALLACE & JOHN P. WALLACE
Publishers

Western Representative
STANDARD FARM PAPERS, Inc.
1341-35 Conway Bldg., Chicago, Ill.

Eastern Representative
WALLACE C. RICHARDSON, Inc.
95 Madison Avenue, New York City



A Short Course in Advertising

By ALEX F. OSBORN

THE MOST experienced advertising man as well as the newest novice, will both get a lot of help from Mr. Osborn's new book.

For this book presents the combination of a common-sense primer and a post-graduate course in advertising.

The student or teacher will find it simple, orderly and easily understandable. The experienced advertising man will discover in it the truths which he has learned by experience and which are gathered here in a form which makes for easy reference.

Mr. Osborn dissects the problems confronting the advertiser, the agent and the publisher and presents courses of procedure which he, himself, through long experience has evolved and observed.



Mac Martin has said about this book:

"The book analyzes and explains the secrets of this great force—advertising. It is not filled with theories of what might be done. It shows what is being done. It takes up the things we now know one by one and explains the whys so that the same things may be done again. It tells how this power may be captured, controlled and directed. Read it carefully not only for the words but for the thought it makes you see between the lines."



ALEX F. OSBORN
Vice-President of
Barton, Durstine & Osborn, Inc.

Clipped from the Press—

CHICAGO JOURNAL OF COMMERCE

"Reads like a romance. *** There is logical continuity to Mr. Osborn's exposition of the various phases of his engrossing subject, and his treatment of the problems involved is authoritative, clear and fascinating."

DETROIT (MICH.) FREE PRESS

"The advertising expert, who thinks that what he doesn't know about isn't knowledge, may find a number of 'pointers' in this useful book."

CHICAGO TRIBUNE

"For those who 'use their books as Pharaoh used his slaves' we suggest *** 'A Short Course in Advertising'."

LITERARY REVIEW,

NEW YORK EVENING POST

"Advertisers could save themselves many a costly error and could materially aid in the progress of their profession by the reading and digestion of this book. Mr. Osborn's work stands out among a score of others for the amount of information it contains and for the splendidly simple manner in which the author presents his facts."

CHARLES SCRIBNER'S SONS

Fifth Avenue at 48th Street
New York, N.Y.

PLEASE send me copies of Mr. Osborn's "A Short Course in Advertising" at \$3.00 a copy.

Name.....

Address.....

City.....

We Co-operate!

Rapid Electrotpe Co-operation was introduced to advertisers in 1899 when electrotyping was largely a localized business. We made the plates and distributed them from our centrally located plant in Cincinnati to newspapers throughout the United States. We saved time. We saved carriage charges.

This service was original and intelligently rendered. It is one of the big reasons for the increase in our capacity from 5,000 square inches of plate matter daily to a million, while our organization grew from nine men to 250.

We have just moved into the largest factory in the world especially designed for efficient production of **ELECTROTYPES, ALUMINOTYPES, STEREOTYPES** and **MATS** of trade-cuts or complete ads.

It is a monument to the convenience and effectiveness of Rapid Service. Many advertising agencies and large national advertisers have come to think of us as a part of their own organizations.

Ask any five national advertisers about us. We probably are serving three of the five, and we are glad to have them speak for us.

One Million Square Inches A Day!

The Rapid Electrotpe Company Cincinnati

CHICAGO
Monadnock Block

NEW YORK
200 Fifth Avenue



*The New \$400,000 Home of Electrotyping Headquarters
Wholly occupied by The Rapid Electrotpe Company*



5, 1921

When Will Coal Be Advertised?

Two-Billion-Dollar Industry Producing Basic Commodity Needs Help to Standardize Quality, Facilitate Distribution, Control Demand and Gain Public Confidence

PUBLIC opinion is a powerful agent in shaping our conduct and our business. Public opinion has judged coal and found it wanting. The "man on the street," so often quoted, thinks there is something to the story that coal is controlled by a combine that boosts price, mistreats labor and rigs the supply to suit its fancy. Coal to the everyday consumer, to the householder or large industrial user is simply a matter of necessary expense, borne grudgingly. The press agents of coal have been men like Senator Calder, whose words of condemnation have carried the breadth of the land.

Mr. McAdoo has told the country that the coal operators make a thousand per cent profit in their business; Senator Calder has said that the coal men pass the cars around and add dollars and dollars to the price in the process; Herbert Hoover announces that the bituminous coal industry is the "worst functioning" of all large business; Dr. Garfield has recommended that there be some form of supervision of the industry; the public utilities tell the people that they must double their charges for light and trolley-car tickets because the coal man is getting all their money, and the railroads blame the increased cost of coal for a substantial part of their deficit. And there is a grain of truth in what every one of these has told the public.

Throughout the years the men of the industry have been either complaining or explaining. Before the war they were complaining that they could not make a living wage for themselves and for their men and since the war they have been answering their critics with explanations — explanations that explain to those who want to listen to all the intricate details of labor costs, car shortages, marketing

methods, investments and average returns, but explanations that interest not the layman, because he is not educated up to balance sheets, subtle distinctions between contracts that are not contracts and reasons why he gets dirty coal and is told the cost cannot go down.

Why is a man proud of his gasoline bill and ashamed of his coal bill? Why is it a mark of distinction to have a shiny six purring at the curb on a nice spring day and but a sign of common thrift to have a pile of next winter's coal on the sidewalk? What is it that has brought the average man to a state of mind where he willingly shivers and lets his guests shiver, as long as he has Persian rugs on the floor? Is there not something wrong when coal is looked upon as a necessary expense and these other things as necessary luxuries? The manufacturers of asbestos are capitalizing the idea that coal is just an expense that should be eliminated as far as possible. Coal is something bought by the ton and dumped in the back yard.

SELLING HEAT COMFORT

Coal is heat and heat is comfort; but who but the makers of radiators and furnaces for the parlor has ever attempted to popularize the comfort of heat? Why should those who produce and distribute anthracite be so indifferent to what people think of them and their product, unless they are content in their knowledge that there is no substitute for hard coal? And if they are not indifferent, what evidence is there of their concern? In the Middle West the best selling argument for the product of the largest distributor of bituminous coal for house use is that its product looks like anthracite. Two scuttles full of coal—"who can pick the anthracite from our chestnut?"

Coal is power. The mighty en-

Reprinted from *Coal Age*, New York.

gine thundering over the rails, the giant liner plowing through the ocean waves, the shifting spindles of industry are propelled by the letting loose of the pent-up energy of coal. But who has ever made us visualize coal as the Atlas holding up the world, or the Hercules performing the arduous tasks for man, or the fleet-winged Mercury carrying our message across the continents and around the world? Coal is so necessary that it is commonplace; so essential that through its lack we stopped the United States for five "heatless days."

The coal industry has been complaining and explaining because it is on the defensive. Public opinion is centred on just one thing about coal and that is the profit taken by the men who engage in its traffic. All the controversies in the halls of the Congress have waged around that theme and all the efforts of the coal industry have been to explain and justify their action in taking a profit. For every outrageous story about coal we have at hand a perfectly lucid explanation, supported by uncontrovertible facts. We can disprove Mr. McAdoo's fairy-tale, we can find more honest men in the industry than Mr. Calder can scamps, we can show Mr. Hoover other industries as poorly managed as coal, we can tell Dr. Garfield that it is not fair to pick on coal alone of all the essential industries and we can show the public utilities and the railroads why coal must cost money, but we have not changed anyone's ideas about what is the trouble with coal.

THE ONLY NATIONAL SELLING CAMPAIGN

The only time the coal industry ever went before the people of the nation with a story, it was to throw a scare into them. The "Buy Now" campaign of the National Coal Association in June, 1919, was fully warranted in the circumstances, was well conceived and has been amply justified by subsequent history. Notwithstanding, the association has been pub-

licly accused and has had to defend itself against the charge of having undertaken that campaign from motives of profit. The success of that single attempt to influence public action was sufficiently clear to show what can be done in other directions.

Irregularity of operation and inflated mine capacity are the chief causes of trouble to the bituminous coal industry. Traced to its cause we find that irregular operation, high and low spots in production and prices, are responsible for the existence of too many mines. Irregular operation in turn is the result of irregular demand. In 1914 and in earlier years the coal operators were the ones to suffer from this condition and they turned to Washington and sought from the Federal Government some form of relief. In the past few years it has been the consumer who has suffered, and he in turn has appealed to Washington. The weight of public opinion was against any form of combination in business or even co-operation under the protecting wing of the Federal Trade Commission in 1914, but the weight of public opinion is not so clearly set against some form of regulation of the coal man in the supposed interest of the consumer. And yet the remedy, if remedy there be, lies with the consumer of the coal, not with the coal man or with the Government. No law that could be put on the statute books will make one buy coal, and some of the laws that have been proposed would have the opposite effect in such a time as this by lulling the consumer into a sense of false security.

If furs can be sold to the people in the summertime and ice in the winter, is there not something that can be done to move coal with less regard to season? We have heard much about developing a merchandising programme for coal but Mr. Cushing in his Atlantic City address in December, 1920, told us that in two years he had only got so far as to consider whether or not there should be a simple, standard figure represent-

Putting a hole through an airship

There has recently been invented a dirigible airship which has a cylindrical hole running through it from tip to end which cuts down its resistance and increases its speed.

It is with the same aim—that of eliminating resistance, that Good Housekeeping prepared its series of page editorials on advertising, appearing monthly in the magazine.

Good Housekeeping is reducing the resistance of the general public against advertising. Good Housekeeping is proving to its readers that advertised merchandise is reliable, that advertising by its nature constitutes a guarantee, that advertising may be read for information.

Advertising, like the dirigible, can ultimately reach its goal, but if you reduce the resistance, it will reach that point ever so much sooner.



GOOD HOUSEKEEPING

119 West Fortieth St., New York

If you have not yet received your copy of "Spreading the Gospel," please remind us on your letterhead. Full-page reproductions of two advertisements in this series will be found in Advertising & Selling, issues of April 2nd and April 23rd.

ing the jobber's commission and whether or not that should be fifty cents! No suggestion of whether the compensation should not vary with the service; just a question of the profit—a standard wage for every man with a union card.

The winter campaign is closed; General Frelinghuysen and General Calder on the one side and General Coalman on the other are digging in and gathering their respective forces for the spring drive. The campaign of last winter found the forces of coal on the defensive, without unified command and sadly in need of ammunition. Back of the other side is a strong public opinion that will produce a new leader, or better said, a follower, for every one that is lost or driven out. The better strategy would then appear to be to consider the public behind Congress. A change in the attitude of coal toward the public and in the relation of the public to coal is the surest way to permanent peace.

Why Save Salesmen's Time?

A PURCHASING agent for a big corporation out in Chicago, according to a clipping which has just come to our attention, stopped his car on Sheridan Road long enough to tell a fellow motorist that he was burning too rich a mixture. He explained to the man in the next seat that he "hated to see perfectly good gasoline go to waste."

Yet this same purchasing agent, according to the writer of the editorial we have been reading, thinks nothing of keeping from six to a dozen salesmen waiting hours at a time.

It is said that at least 10 per cent of a salesman's available time is spent waiting for an interview, calling back on "stallers" by sparing with those who hinder instead of help him to see the man to whom he can sell goods.

Now, why should you be inter-

From "Patchwork," The E. L. Patch Company.

ested in saving a salesman's time?

Simply because it would mean lightened selling costs at a time when the cost of selling is fast becoming a most vital problem.

It may not be diplomatic for us to say this to you, but we are going to say it to you just because it is the truth. Let us quote from that clipping once more:

"Years of pampering and wheeling have badly warped the average buyer's perspective. He has a deep-seated conviction that salesmen are paid to cater to his whims and biddings. It is always 'My' time, never the salesman's time. He does not seem to understand the injustice of it all—that he is taking away from a salesman his most valuable asset—time. More important still, he cannot understand that in the long run he—the buyer—must pay for this wasted time, just as surely as he must pay for everything that affects the cost of a product. Whether it is manufacturing cost or selling cost does not matter. This viewpoint can be changed. It should be changed."

A Genial Zephyr of Spring

L. R. STEEL SERVICE CORPORATION, LTD.
TORONTO, ONT.

Editor of *Printers' Ink Monthly*:

I am sending herewith my renewal to *Printers' Ink Monthly*. As one of your first subscribers to the *Monthly*, I must express my appreciation of this publication. Typographically and pictorially it is a real joy to us every month when it enters our office.

There are many articles in each issue dealing with advertising and salesmanship that are very interesting and useful to us. As a matter of fact the publication is so attractive that everyone in our department comes along in turn to have a look at it.

L. R. STEEL SERVICE CORPORATION, LTD.,
C. F. SMYTHE.

New Accounts of Kansas City Agency

The Cook Paint and Varnish Company, Kansas City, Mo., has appointed The Potts-Turnbull Company of that city as its advertising agency. The mediums being used are newspapers and business papers. The C. A. Murdock Company, coffee and spice distributor of Kansas City, has also placed its advertising account with The Potts-Turnbull agency. A campaign advertising "Tropical" coffee will start at once in farm papers of the Southwest.

May 5, 1921

May 5, 1921

PRINTERS' INK

129



Suppose you have hired a large hall and brought a lot of people together, at a cost of several thousand dollars. You want them to hear your story, but you have only a short time to tell it.

What kind of man will you get to tell it?

Will you pick him for his clothes? for his good looks? for his money? his good manners? or his fine connections?

No, you won't. You'll pick him for his ability to get to the heart of the subject and the still greater ability to get the heart of your story into the minds of the audience.

When you buy a page in the Saturday Evening Post, or \$7,000 of space anywhere, you are buying an opportunity to get five minutes of the readers' time—five minutes for \$7,000.

What kind of agent are you going to get to make sure that you get that five minutes? Are you going to get a man who can understand you and your message? Are you going to get a man who will deliver that message to the hearts and minds of your public?

What are you going to get for that \$7,000?

John O Powers Co

461 Fourth Avenue New York

Advertising



Courtesy of National Terra Cotta Society

Printers' Ink Monthly

May, 1921

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What's in the May PRINTERS' INK MONTHLY —and Why

➤ "Financing a Business Through Advertising"

B. C. Forbes is regarded as the leading financial writer in America. He is personally acquainted with most of the bankers of Wall Street. We asked him to tell the inside story of how such firms as the American Telephone Co., W. L. Douglas, Standard Oil, Henry L. Doherty & Co., adroitly capitalize the prestige of their advertising in getting new capital—painlessly. Forbes has written a masterly article which every business executive should read. When funds are hard to get you will want to know how your advertising can be turned into an often unsuspected financial asset.

➤ "In What Department Should the President Be Trained?"

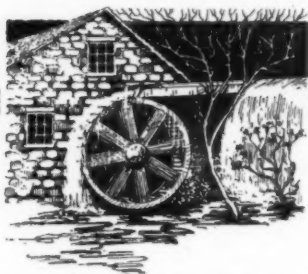
From what department of the business should a company select its president? Should he be trained as a salesmanager or as a production man or as a financier? Should he be an expert in some department of the business or is it better for him to have seen active service in all its branches? In answering these questions, George Ed. Smith, president of the Royal Typewriter Company, in an authorized interview in the May number, says it makes no difference what division of a business the president comes from as long as he is a good executive. The work of the president and what his relations with the rest of the organization should be are interestingly detailed by Mr. Smith.

➤ "How to Make the Most of Small Space"

Have you ever tried to make your quarter-page advertisement look like your competitor's half? Can you give the "jump" and attention value to a two-inch single column so it will monopolize the page? While this article is not a plea for smaller space, it tells in fashion how to get the most out of small space when small space is necessary. At a time when manufacturers are jealously guarding their advertising funds and insisting upon adequate return from their investment, the examples reproduced are especially stimulating.

➤ "Delco Directs Sales Organization of 4200 with Map"

A map at the main office of the Delco Light Company shows their entire scheme of distribution on a scale of eight square units to the inch. A system of tack records enables the salesmanager to tell the name of the distributors in each town, the number of people in his employ, comparative sales for several years. When checking up sales records the men at headquarters have details of sales activities geographically presented before them and get a sense of the geographic location of the territory.



How Much of Your Sales Effort Is Wasted?

Water rolling over a fall is wasted power. Directed through turbines, the same water turns a thousand wheels. How much of your sales effort rolls over the falls? What portion of it enters the turbines?



Many advertisers in the automotive industry display the Chilton Symbol in their advertisements in order to make *more* and *quicker* sales. This Symbol, appearing in an advertisement, tells trade buyers that the advertiser has placed detailed purchasing information about his line in the current issue of the **CHILTON AUTOMOBILE DIRECTORY**.

This produces results, as the buyer knows where definite buying data can be obtained. It overcomes inertia, as every known buyer has a copy of the **CHILTON AUTOMOBILE DIRECTORY**. He can easily consult it and order immediately. Purchases can be made quickly by referring to the names and locations of distributors or jobbers listed by the manufacturer.

The Chilton Symbol converts the interest aroused by general trade advertisements into *sales*, by telling buyers where buying data can be found.

Are you using it? Write us for details.

CHILTON AUTOMOBILE DIRECTORY

Published Quarterly

Market and 49th Sts.

Philadelphia, Pa.

Problems Before the A. N. P. A. Convention

Publisher's Forecast of Some of the Important Matters Considered

By Paul Block

[EDITORIAL NOTE: This article, addressed to members of the American Newspaper Publishers Association, is reprinted by permission of King Features Syndicate, Inc., from "Circulation," distributed at the A. N. P. A. Convention in New York last week. A report of the convention appears elsewhere in this issue of **PRINTERS' INK**.]

AS the Annual Convention of the American Newspaper Publishers Association is soon to take place in New York and as many serious problems will come before it for discussion, I have no doubt that some very serious questions in connection with advertising will receive its attention.

In the first place, the question as to whether advertising rates can be revised downward or not. My personal opinion is that each newspaper is an individual case and that although it may be possible for some few publications to reduce their advertising rates and still run along doing business on the right side of the ledger, I am quite certain, however, that the majority of publications cannot afford to do this.

I do not blame advertisers whose goods have been marked down and who are buying their materials now at cheaper prices for making inquiries about the future of advertising rates. I do not blame them for wondering why they should not be revised downward, but I fear most advertisers either do not know or have overlooked the fact that up to a few years ago there were very few publications which at the end of the year could show a profit on their investment. Even with white paper as low as two cents per pound (this year it will average over five cents per pound), the majority of publishers could not make both ends meet and I know any number of cities in which three or more newspapers were published and of which only one

paper ever made a profit. Through the increase in the appreciation of advertising—through the dire necessity of increasing the subscription price as well as the advertising rates, the publishing business has now been brought up to a basis where reasonable profit might be expected from it, but to revise advertising rates or subscription prices will in the majority of cases bring back the unhealthful and unprofitable conditions which existed before.

NATIONAL AND LOCAL RATES

Then there is the question of general advertising copy, which is planned, prepared and paid for either wholly or in part in the general field, allowing this to be placed by some local dealer on his local advertising contract. This is really a much more serious question than most publishers appreciate. It is true that as a general rule the rates for national advertising are higher than for local advertising. There are reasons for this. National advertisers usually get the benefit of a paper's total circulation. Local advertisers usually get the benefit only from the circulation of the immediate territory in which the paper circulates. National advertisers usually run copy whenever they desire and of varied space. Local advertisers as a general rule not only run considerable more copy than the national advertiser, but usually run a certain amount of space every week for fifty-two weeks, etc.

But the question of rates is not the only important one for the publisher to give consideration to. Another important one is whether the general advertising agent who has perhaps planned and developed an account, does not deserve protection from the publisher by a rule that all national accounts, no matter how placed, must run at

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the rates created for national advertising. If this is not done and the general advertising agent finds that after he has planned or developed an account some local dealer can place it on his (the local dealer's) contract, and at his local rates, how long will it be before some of these advertising agents will find it more healthful to use other channels of advertising for their clients?

And the publisher also ought to consider whether, when he allows national advertising copy to be placed by a local dealer on the local dealer's contract, in the majority of instances he is actually getting any more total copy than he would if this national copy did not run in his paper at all.

My personal opinion is that in most instances there is no added copy for the publisher because if a local dealer has contracted for 100,000 lines of space for his own store and a national advertiser permits him to place 20,000 lines of national copy, is it not reasonable to suppose that the local dealer will use only 80,000 lines then for his own store and 20,000 lines for the national advertiser, or a total of 100,000 lines which his local contract originally called for?

Then there is the question of a franchise for advertising agents. I wonder if the day will ever come when the publishers of this country will issue one to all responsible and recognized advertising agents, and agree that no advertising agent who has not received a franchise can receive either recognition or credit, any more than a newspaper not having a franchise for the Associated Press service is able to receive that service.

It is my belief that if such a condition were to be brought about it would improve not only the advertising profession but increase the amount of publicity copy.

Were an advertising agent to own such a franchise as I have mentioned, it would lift up to an even higher degree the present advertising profession. The franchise would, of course, have an immense amount of value, and the agent possessing such a franchise

would try very hard to remain such a franchise member.

As I see it, it could only benefit all concerned. It would benefit the publisher, because the advertising agent would value his franchise membership, and would endeavor, even more than in the past, to develop publicity advertising. He would do business only on the highest plane, because only under such conditions could he hold his franchise, just as an Associated Press franchise can be held only by publishers who fulfil the obligations of their membership.

It would help the advertising agent, because his franchise would have a value, one which he could turn over to his heirs, and something which would increase the value of his whole business.

I hope some day the American Association of Advertising Agents will take this matter up with the publishers, and I hope the publishers will not only endorse such a policy, but will help to put it through. All three of these problems ought to be discussed by the American Newspaper Publishers Association and I hope they will get their attention.

How Sam Clark Buys

Sam Clark, of Gopher Prairie, was in town yesterday to buy a new "suit of clothes." Arriving here about "dinner time," he entered a restaurant and requested the waiter to read him the whole menu. Then he ordered ham and eggs. Stopping in at the soda fountain for dessert, he had the squirt name over all the staple and fancy drinks. Then he ordered straw'ry soda. He spent the afternoon in the clothing store, going over the new stuff first and then the regulars. He wound up by selecting a blue serge.—*Kansas City Star*.

F. A. D. Seelye with "Georgian American"

F. Alfred D. Seelye has resigned as advertising and sales promotion manager of the Packard Motor Car Company, of Pittsburgh, to become automotive editor of the *Atlanta Georgian American*. Previous to his association with the Packard organization Mr. Seelye was automobile and foreign advertising manager of the Pittsburgh *Dispatch* and before that territorial sales promotion manager of the Firestone Tire and Rubber Company.

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PRICELESS

SENECA wrote: "There is no great genius without a tincture of madness." From Seneca B.C. to Shaw A.D., the truth of this is the history of the human race. We contribute to the Guild of the Typographer the technical finesse which commands its price, but we also contribute the glowing ardor of the zealot, which is priceless

PHILLIPS & WIENES

Typographic Servants
160 EAST 25TH STREET
NEW YORK



On High Olympus



The following is from a proposal made to a prospective client by an important New York Agency:

"A deluxe edition of a book should be prepared. No expense should be spared in its compilation and it should be written by an author of established reputation on matters pertaining to industry. In this connection we might mention as names worthy of consideration, James Wallen of East Aurora, N. Y., Roger W. Babson and Samuel Blythe of Saturday Evening Post fame and Irvin Cobb, who, while best known as a humorist, still has a most marvelous gift of writing what might be termed "commercial romance."

JAMES WALLEN

*Persuasive
Advertising Copy*

J. JAY FULLER
EXECUTIVE ASSOCIATE

STUDY:
EAST AURORA, N. Y.

The Effect of Advertising on Trade-Mark Rights

Advertising Firm's Advantage Over Non-Advertising Competitor

JACKSON CORSET COMPANY
JACKSON, MICH., April 26, 1921.

Editor of PRINTERS' INK:

I appreciate very much the attention given my inquiry concerning the value of employees' house-organs. Let me thank you for the information furnished me.

Now, I am going to ask a little further advice on another subject. Another corset manufacturer has recently written to us objecting to our use of the trade-name College Girl, on the ground that it is very similar to the name of a line of corsets they manufacture. Both names are produced in script. This script is quite a little alike.

The only similarity lies in the fact that they use the word "Girl" in conjunction with the name. The name College Girl was first used in 1905, but was not registered until 1910. Their name they claim to have used first in 1904. I believe it was registered in the same year.

Can they claim any infringement? Perhaps this is a question for an attorney, but I am putting it to you because I am wondering if advertising may not have some bearing upon the right to the name College Girl. The competitive line has never been advertised.

We are now in the midst of quite an extensive advertising campaign, and are making plans for the future. Giving up our name after having used it for advertising for so long would be quite a serious proposition.

JACKSON CORSET COMPANY,
WILLIS GALE GRAY.

THE question as to whether advertising has any bearing upon trade-mark rights depends, of course, upon the circumstances governing the individual case. But there is no doubt at all that the owner of an advertised trade-mark is in a much better position than would be the case if it were not advertised. This for the reason that, by the use of advertising, he immediately gives notice to the world in general, and the trade in particular, that he is using a certain mark, and places all other possible claimants under the necessity of defending their rights promptly, or running the risk of losing them.

There are a great many instances on record where concerns have used a certain trade-mark for years on end, only to find that

some obscure competitor of whom they had never heard was using a similar mark, and actually had the exclusive right to it by reason of prior adoption. Such cases, however, are not so plentiful as they used to be, and the reason is to be found in the increasing use of advertising.

There was, for example, the famous "Tea Rose Flour" case, where an Ohio milling concern had used the trade-mark since 1872, and found in 1912 that an Illinois concern had been selling Tea Rose Flour for seventeen years in Alabama and Mississippi. Neither concern, apparently, had any previous knowledge of the use of the mark by the other, and since the mark had become extremely valuable to them both, there was a real legal battle lasting more than two years and winding up in the Supreme Court of the United States. The protracted litigation (which ended in a decision which did not altogether satisfy either party) might have been avoided altogether, in all probability, if either brand of Tea Rose flour had been advertised.

If the Ohio concern had advertised, the Illinois miller would not have adopted the mark at all; and if the latter had advertised the mark upon adoption of it he would doubtless have heard promptly from the original claimant. To abandon it then, in 1895, would have cost him practically nothing, because no good-will was represented by it. But to abandon it after seventeen years of use was quite another story.

OBJECTION SUBSEQUENT TO ADVERTISING

In the case brought up by the Jackson Corset Company, we have another set of conditions entirely. But the fact that one of the marks has been advertised, and the other presumably has not, is a matter of

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VENUS PENCILS

The largest selling Quality pencil in the world

THERE is a **VENUS** for laying out the first draft of your advertising appropriation; for the final sketches of the layouts, and for every step between—each perfect for its purpose.

17 BLACK DEGREES 3 COPYING

For copywriting or art work
6B or 5B

For stenographic work
3B or 2B

For general writing
HB or F

For ledger work
H or 2H

Plain Ends, per doz., \$1.00
Rubber Ends, per doz., \$1.20

*At stationers and stores
throughout the world.*

**American Lead
Pencil Co.**

205 Fifth Ave., N. Y.

and London, Eng.



*The World's
Most Famous
Pencil*



great significance. It is proper to ask the original claimant, for example, why he has waited until now to file an objection, instead of acting promptly when the first advertisement carried a notice of its use. It is a settled principle of equity that one who habitually neglects to defend his rights cannot expect the courts to protect them. If the Jackson Corset Company has consistently advertised "College Girl" corsets since 1905, or even since 1910, when the name was registered, we should imagine that the advertising would have a most important bearing upon its rights in the name.—[Ed. PRINTERS' INK.]

Where Shall Export Department Be Located?

D. E. Delgado, of the Eastman Kodak Company, believes that a manufacturer's export department should be located at the factory rather than at a shipping port. Speaking on this subject on May 4 at the National Foreign Trade Convention, being held in Cleveland this week, he said:

"If the export manager is located at the plant and is alive to his job, he certainly has the great advantage of working in co-operation with the plant managers, credit manager, advertising manager, etc., with the result that he gets immediate action in the execution of his orders. If there is any misunderstanding as to the meaning or terms of an order, which frequently happens on foreign orders, he is on the ground to explain the order or telegraphic message in a few minutes as against correspondence or telegraphing from New York at some expense and considerable loss of time.

"When it is a case of scarcity of merchandise, the export manager on the ground can, through friendship, cajolery, or otherwise, obtain goods which he has discovered in stock or are coming through the factory, whereas if he was located away from the plant he would not be aware of it, and would ordinarily be put off because the domestic manager might require the goods for his trade."

H. L. Stedfield Joins New York Agency

Harold Lawrence Stedfield is now associated with Douglas Wakefield Cutlee, Inc., New York advertising agency.

Mr. Stedfield has been with the *Indiana Daily Times*, and the Herold-Gerber Company, Detroit. He was recently in charge of publicity work and promotion for the United States Trading Corporation of China.

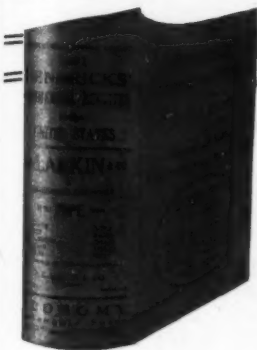
May 5, 1921

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PRINTERS' INK

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Where Buyer and Seller Meet

Permanence: A single insertion of an advertisement in HENDRICKS' has at least twelve months of life guaranteed—often two or three years. Contrast this with the short life which advertisements in publications of more frequent issue necessarily have. **4**

In The Chemical Field

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¶ The rapidly increasing importance of the Chemical Industry and its great strides in contributing to the progress of American industry renders this an unusually fruitful field for the buyers and sellers of chemical products. It also makes HENDRICKS' REGISTER a vital agency in the interchange of chemical goods, because of the completeness of the book in furnishing lists of the firms concerned in the industry.

¶ *Producers and Manufacturers* of chemicals, chemical apparatus, refining machinery, containers and every allied type of chemical supply, are adequately covered under suitable headings.

¶ *Jobbers and Dealers* are included in these pages. Thousands of different kinds of dealers buy materials of this kind. Not only those specializing in the sale of chemicals and chemical supplies, but all those who use these products in large or small quantities may be found in this volume.

¶ *Consumers*—from large industrial plants to small chemical laboratories—are listed. From the time raw materials are produced until the finished article is completed, chemicals and chemical products are used by those who are included in the thousands of classified lists of manufacturers of every sort of article or device.

¶ *Buying Executives and Sales Managers* establish contact with each other through the medium of these lists. Consultation of HENDRICKS' shows new markets and new sources of supply to every one concerned in the chemical industry.

¶ Send for rates and specimen pages.

Member Audit Bureau of Circulations

Departmental Member Association of North American Directory Publishers

New York

Hendricks' Commercial Register of the United States

HENRY H. BURDICK, TREASURER AND MANAGING DIRECTOR

70 FIFTH AVENUE AND 2 W. 13TH STREET, NEW YORK, N. Y.

SAN FRANCISCO
HEARST BUILDING

CHICAGO
508 SOUTH DEARBORN STREET

TORONTO
160 BAY STREET

May 5, 1921



ADMINISTRATION

The Journal of Business Analysis and Control

It is significant that 15,000 solid, substantial business men subscribed for "ADMINISTRATION" starting with the first issue. Significant as showing the actual demand for a standard monthly periodical of such distinctive class.

"ADMINISTRATION" covers a field peculiarly its own. A field that has been in process of cultivation for more than 20 years. Business men, bankers, executives, office managers—men who control—make up the clientele of this magazine. Men who have come to rely upon the Ronald Press Company for the best and most authoritative books on business. A class of readers it pays advertisers to get in touch with. Influential circulation of the highest possible type.

The subscription price of \$5.00 a year precludes any waste circulation. Men who pay this price for a magazine, with no inducement other than the quality of the magazine itself, buy it to read and to keep for reference. It is a quality advertising medium for those who are seeking an entrance in an intimate personal way to a genuine quality market.

We invite investigation of the circulation, policies and future plans of "ADMINISTRATION." Our present advertising rates are based on the actual paid circulation of the first issue. A contract made now will protect you against the inevitable advance in rates as circulation increases. Rate card and full information upon request.

**The Ronald
Press Company**
20 Vesey Street, New York

Give the Consumer an Encouraging Pat!

Piggly Wiggly Hits Out Straight from the Shoulder, and Tells the Kind of Customers It Wants

THE Piggly Wiggly self-serving system of stores has been described in PRINTERS' INK. Serve yourself and take it home instead of phone and have a boy bring your order has been the keynote of their success. This question of how much the public is willing to pay for service and how much it is willing to save by self-service goes down deep into the buying habit of our nation and hits pretty straight at our various social groups. The woman who realizes that she can save money by doing her own shopping, by paying cash and then bringing her purchase home with her is sometimes a little bit worried to wonder what the people next door will think about it.

Mrs. Wilson-Jones, whose husband gets a very moderate salary, but who has social ambitions, is apt to hesitate about doing her own marketing and being seen coming home with the household supplies, if she realizes that the people a little higher than herself in the social scale in her own town will look down on her for her economy. It is just this idea of false pride which hurts a whole lot of the economies, so essential if thrift is to become a part of our national life, and the Piggly Wiggly stores, especially those in St. Louis, apparently realize this fact.


The natural way to overcome this very definite sales resistance due to fundamental traits in human nature would seem to be to concentrate the public opinion of the city upon the one who does her shopping in a businesslike and efficient manner and make her actions a subject for applause rather than toleration. The use of space in the daily newspapers to put over such an idea might be compared to the use of the crowd in the bleachers at a big baseball or football match. Di-

recting the attention of the bleachers to the things which should properly be applauded and arousing their dislike for the things which are snobbish and silly and wasteful is an interesting and unusual use of advertising space.

PIGGLY WIGGLY'S CUSTOMERS

In the week ending April 1 the St. Louis stores of the Piggly Wiggly system served 62,098 customers. The management believes that its type of customer embodies the qualities that are noble and good in America, women who are not ashamed to do their own marketing and they are proud, too, of the fact that they are helping their husbands in the big problem of living. So copy drawing attention to these qualities and poking fun at the "Higher Than Ever" type of woman has been used in the St. Louis papers to break down sales resistance due to snobbishness. The scene recently described by large space was supposed to be laid at a women's clubroom where much stir and emotion filled the air, people giving vent to their feelings about the merits of the Piggly Wiggly self-serving system. Mrs. "Higher Than Ever" is addressing the chair:

"Mrs. Chairman, I appeal to the chair for protection—I demand that I be uninterrupted—I demand that I be allowed first privileges in this discussion. My seniority as a member of this club—'The High-Heel-Society of St. Louis'—gives me a perfect right to assume that I know just how high a shoe heel should be—and I say it should be four inches; no more and no less—that settles it. My shoemaker has the dimensions and I shall insist that all members of this club wear heels four inches high or else be dismissed from the club. I am through, Mrs. 'High But Practical.'" To which outburst

in the typography of HURST & HURST the layman will not find even the slightest resemblance to the preliminary rough from which we worked "to the man who made the layout, however, the finished proof is instantly recognized as his own idea, executed with a gratifying fidelity "intelligence and taste are elements that contribute quite as much as mechanical knowledge to the production of fine printed matter "we aim to understand, first of all, the character desired in the completed work—and then we aim to give you that exactly  HURST & HURST INC, expressive typography, 357 west 36TH street, new york

Mrs. "High But Practical" replied:

"You are through, are you? I guess you are through—it is time you were through," and Mrs. "High But Practical" continued: "Now, Mrs. 'Higher Than Ever,' I have listened with positive disgust. I have listened because I had ears that could not help hearing. God knows if it had been possible not to have heard I surely would not have listened. Having heard, though, I shall tell you a few plain truths. When I was a little girl I used to sit by the side of my mother and watch with pride her happy face when she knitted and darned. I have been with her in the kitchen while she bent over a hot cook stove—what a long time ago that seems to me! Mother, oh, mother! would your face be glad now if you could see all the snobbishness of the present day? Would you be proud of a daughter who made stump speeches, wrote magazine articles about the uplift of womanhood so that she might share equal rights with man, and refused with this elevation to divide with man his duties in providing for the family's 'daily bread'? I know you would be ashamed of your daughter were she the kind who wanted all the rights of man and shirked even part of his duties.

"So, Mrs. 'Higher Than Ever,' if you choose, erase my name from your club book—let me be forgotten in your circle. The example of a dear mother who lived and worked and was happy in doing her duty still will be my guide, and the emptiness of your speech and the snobbishness of your ways will not deter me from being practical. You can wear four-inch shoe heels and I will wear the kind that are not so high." She sat down amidst calls for a motion to adjourn. The motion was made and carried.

In the remainder of this particular piece of copy, Piggly Wiggly comments upon the foregoing thus:

"The Piggly Wiggly believes in woman suffrage and the Piggly Wiggly believes that woman was

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May 5, 1921

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Dear Mr. Sherbow:

I am told that you publish a set of four volumes called Sherbow's Type Charts for Advertising, in which are visualized hundreds of combinations of text, headlines, borders, subheads, and so on—so that a man struggling with a layout can find almost any combination he is likely to think of, all set up and ready to look at. This beats guessing "how it will look."

It sounds like giving us fellows the vividly accurate mental eye of the trained typographer.

What do you charge for a set? What do the Charts look like? Can a man take a set on trial without committing himself to buy?

Let me have full details, by mail. Don't send a salesman.

Yours truly,

(Remove only this coupon)

MY NAME _____

MY POSITION _____

MY FIRM _____

OUR ADDRESS _____

To BENJAMIN SHERBOW, 50 Union Square, New York

National Builder

The advertiser who wastes his time, energy and appreciation using space in mediums that have nothing to offer but mass circulation is a twin brother to the fisherman who throws away his bait trying to catch a few minnows when there is a deep, silent pool full of game within casting distance.

National Builder carries more than 20,000 contractors, architects and builders on its subscription list.

There are no "minnows" here—no casual readers—no laymen—every subscriber is, and must be, professionally interested in the building field or we refund his subscription money.

This is "class" circulation, and when you "cast" in this pool you are bound to make a "strike."



342 S. Dearborn Street, Chicago

Tradepress Publishing Corporation
Publishers of
NATIONAL BUILDER ROCK PRODUCTS

made out of the best rib that man had; in fact, the Piggly Wiggly believes the rib that God took from man out of which to make woman was worth more than all the ribs that God left him. Man, however, has never begrudged the fact that woman took the best rib away from him. Man adores woman-kind as the inspiration for him to use the ribs he has left to measure up to the standards that woman-kind exacts from him.

"True womanhood embodies all that is noble and good. False womanhood embodies so-called virtues displayed in public places—man looks at this false show with contempt but loves deep the genuine article.

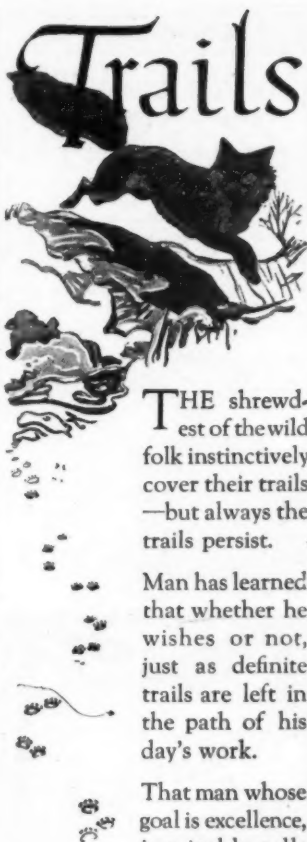
"A false display of real womanhood is a striving to sit in a seat by the side of man and help do the rein pulling—the driving—the handling of the whiplash, but not willing to do any pulling if need be. True and a yard-wide display of real, honest womanhood is she who not only is willing to help do the driving, but who is also willing to be harnessed with work and help to do the pulling whether she be placed on the 'gee' or the 'haw' side."

Then in big type at the bottom of the page appears the following: "The Piggly Wiggly stands with bowed head doing reverence to the woman who says she can pull as well as drive and does what she says."

AS IT APPLIES TO THE
MANUFACTURER

The Piggly Wiggly advertisement has a direct interest to the big manufacturer who is selling economy goods—products which with the idea of self-service added are directly aimed to help the average family save money.

The man who knows exactly the type of buyer to whom his merchandise appeals could sometimes help his customers by overcoming prejudices in the public mind which hold back buying. If the woman who makes her children's gingham dresses from her own material is ridiculed by the public she will stop buying, the same way



THE shrewdest of the wild folk instinctively cover their trails—but always the trails persist.

Man has learned that whether he wishes or not, just as definite trails are left in the path of his day's work.

That man whose goal is excellence, inevitably tells his story in each detail of his trail, a story plain to the one who reads.

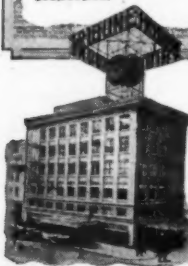
Gatchel & Manning, Inc.
C.A. Stinson, Pres.
PHOTO-ENGRAVERS
Philadelphia

Oakland Tribune HOME EDITION

Oakland, California
HOME OF FACTORIES

☐ The fastest growing manufacturing city on the Pacific Coast. Ideal water and rail transportation make for this, together with increased labor efficiency as a result of superior working conditions.

☐ Sixty-five new industries came to Oakland in 1920, with a capital investment of more than \$11,000,000.



The TRIBUNE renders excellent merchandising co-operation available for an actual or prospective advertiser.

UNDERWEAR & HOSIERY

The
Underwear & Hosiery Review
521 BROADWAY NEW YORK

with the man who paints his own garage or varnishes his own car. There are scores of products which are at present being purchased by people to be used by them to save money. An encouraging pat on the back by means of the advertising pages should help to keep this useful habit alive.

Business Papers Unite in Retail Congress Plan

A NATIONAL congress of retail merchants will be held in Chicago the first two weeks in August under the direction of the Chicago Association of Commerce with the co-operation of various business papers. Under the plan as arranged by W. L. Ware, foreign trade commissioner of the association, each day's activities will be in charge of one or more business papers catering especially to that field. On dry goods day the programme will be put on by the *Dry Goods Reporter*, on grocery day by the *Modern Grocer* and *National Grocer*, and so on. Other business papers to have charge of certain portions of the programme include the *Millinery Trade Review*, *Electrical Review*, *Confectionery Merchandising* and the *House Furnishing Journal*.

The congress as a whole will be under the direction of Mr. Ware, but each business paper will be allowed to work out its own ideas as to the programme of addresses, demonstrations and instruction to be given on its particular day.

The intention is to make the congress a permanent organization and to have it meet in Chicago in August of each year. So far as possible the addresses will be made by retailers themselves, so that the practical, rather than the theoretical, may be emphasized. The plan grew out of the experience of the *Dry Goods Reporter* of Chicago, which for several years has had an annual meeting of retailers from a number of Central Western States. The idea, started as an

In the First Three Months of 1921 **THE PITTSBURG PRESS**

Published Nearly

SIX MILLION

LINES OF ADVERTISING

(Exact Measurement 5,786,830 Agate Lines)

Demonstrating that THE PRESS' field is the most productive of results to advertisers in the world today.

In the nine months' period ending March 31, 1921,
THE PRESS made

30% Gain in Circulation

Which we believe is the largest percentage of increase in circulation of any metropolitan newspaper in the United States, and further increasing THE PRESS' overwhelming lead over all other Pittsburg daily and Sunday newspapers.

Average Daily 155,344 Average Sunday 174,254
For March..... For March.....

(From April 1, 1921, Government Circulation Report.)

This is a record achievement in view of the fact that no artificial circulation promotion schemes were employed—such as premiums, contests, prizes, canvassing, etc., and in view of the drastic newsprint conservation measures in force—such as non-allowance of returns, no extra editions, no free lists, limiting editions, etc.

THE PRESS' great increase in circulation, therefore, is the result of NATURAL GROWTH, due to the ever-increasing RECOGNITION OF ITS SERVICE to the public.

In Pittsburg Everybody Reads THE PRESS

GREATEST RESULT GETTER

Member A. B. C.

THE PITTSBURG PRESS

O. S. HERSHMAN, President-Editor	Eastern Representative I. A. KLEIN, Metropolitan Tower, New York	Western Representatives GLASS & IRVIN Wrigley Building Chicago
H. C. MILHOLLAND Vice Pres.-Adv. Mgr.		



This Year CANADA Calls You!

Vacation Land of Ideal Summer Climate

Hay fever is unknown in this clear, pine-and-balsam scented air. Unlimited territory to choose from—cloud tipped mountains and rugged foothills inviting exploration; wide valleys of woods and streams and wild flowers; turquoise lakes with sandy beaches; the restful relaxation of camp life or the luxury of the finest hotels.

In *Canada*, your Ideal Vacation is realized; Algonquin Park—Muskoka Lakes—Great Lakes Cruise—Georgian Bay—Lake of Bays—Kawartha Lakes—Timagami—Nipigon—Quetico—Minaki—Lower St. Lawrence and Maritime Provinces. Fishing, boating, bathing, golf. A summer playground in the great out-of-doors.

Jasper Park, Alberta, and Mount Robson Park, British Columbia, embrace the scenic mountain wonders of the Dominion.

For full information write

Canadian National or Grand Trunk Railways

at any of the following addresses—Ask for booklet Y, mentioning districts that interest you.

Boston, 294 Washington St.
Buffalo, 1019 Chamber of Commerce Bldg.
Chicago, 64 West Adams St.
Cincinnati, 406 Traction Bldg.
Detroit, 527 Majestic Bldg.
Kansas City, 716 Railway Exchange Bldg.

Minneapolis, 515 Second Ave. South
New York, 1270 Broadway
Pittsburgh, 505 Park Bldg.
St. Louis, 305 Merchants Laclede Bldg.
St. Paul, cor. 4th & Jackson Sts.
San Francisco, 639 Market St.
Seattle, 902 Second Ave.

Fishing, Hunting and Camping

Real fishing and hunting in virgin streams and unspoiled big game country in NOVA SCOTIA, NEW BRUNSWICK, QUEBEC, ONTARIO, ALBERTA and BRITISH COLUMBIA. For full information write G. T. Bell, Passenger Traffic Manager, Grand Trunk Railway System, Montreal, or H. H. Melanson, Passenger Traffic Manager, Canadian National Railways, Toronto.

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experiment, soon grew so attractive to retailers that it was made permanent. All the cost of the congress was paid by the papers, but of course each individual retailer in attendance paid his own expenses.

Sells Telephone Stock to Telephone Subscribers

A San Francisco investment house, Mitchum, Tully & Co., successfully completed a campaign for the sale of American Telephone and Telegraph securities in northern California by means of direct advertising sent to a mailing list which was a combination of the telephone directories of the cities and towns of that part of California.

A threefold return postcard plainly indicated to the prospect the source from which his name had come to the investment house. "The telephone directory shows you to be a subscriber. Why not become a partner? Why not pay for your telephone bill out of the dividends from American Telephone and Telegraph Company's stock. Your telephone costs about \$36 a year. The dividends on five shares of stock are \$40 a year. For the last fourteen years, without a break, this company has paid \$8 a year on every share of its stock." The foregoing copy, and other information which this postcard contained, was intended for the eye of housewife.

A series of letters and visits from salesmen followed this postcard. Display advertising was run in newspapers of northern California.

The total number of postcards sent out was 225,000, and the figures on the sale of stock, announced as "most gratifying," were in the hundred thousand column.

In addition to their work in helping to sell the stock of the American Telephone Company, these postcards put the name of the investment house before virtually all of the potential security buyers of northern California.

Changes on New Jersey Newspaper

Walter W. Hubbard, advertising manager of the Bayonne, N. J., *Evening News Review*, has succeeded Bernard Kramer as business manager. Mr. Kramer has become treasurer and managing editor of *The American Art Student*, New York, of which he is half owner.

The account of the Automatic Electric Heater Company, of Warren, Pa., has been placed with Frank B. Rae, Jr., of Cleveland. The company is just getting into production with its new Sepco automatic electric water heaters for household use. Plans are being made to utilize business papers for the preliminary opening up of jobber and dealer channels of distribution.

Co-Operative Competition

Conditions in many industries have been greatly improved by competitors associating themselves together for the interchange of information regarding existing conditions.

The Moore Institute

maintains a complete organization, including an eminent authority on Trade Associations as legal counsel, for directing the co-operative activities of competing manufacturers along practical and safe lines.

(Organized in 1918 under the direction of Mr. Arthur J. Eddy)

Correspondence Confidential
References Exchanged

THE MOORE INSTITUTE

of

Industrial Associations

208 S. LASALLE ST., CHICAGO

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

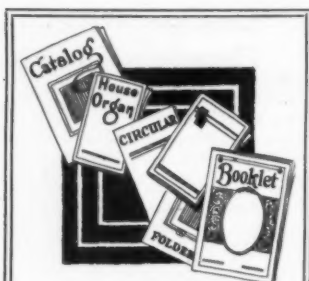
Ask Us Anything
You Want to
Know About the
College Trade

Established 1913

USA

COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago



facilities

We are able to produce excellently house-organs, catalogs and circular matter

- because our agency-trained sales promotion manager writes them.
- because our dummies conform with the latest advertising practice.
- because we are master-craftsmen in the art of printing.

BAKER PRINTING CO.
NEWARK, N. J.

SOMEWHERE IN CHICAGO IS—

- 1.—A man that knows Chicago, how to stern, a crack salesman himself and a manager of salesmen withal.
- 2.—Long experience is not so very necessary, but he understands the principles of advertising and merchandising.
- 3.—If he knows something about electricity it will help him considerably.
- 4.—He will be able to start all by himself at a minimum of expense and a maximum of work and energy.
- 5.—He will have charge of the development of the Chicago territory.

The product he will handle has already been sold to nearly every line of business. It is a line of patented electrical signs and displays. WRITE ME, STATING why you believe you are the man.

Address:

"PRESIDENT"
VIKING

422 West 42nd St.,
New York, N. Y.

Department Stores Decreased Prices; Increased Volume

The Federal Reserve Bank has announced that the March sales of thirty-seven department stores reporting to it were 4.6 per cent lower than the sales of March, 1920. Although the figures would have it appear that the volume of these stores decreased, the fact is that the volume increased. The report of the Federal Reserve Bank gives the following explanation and information:

"Merchants inform us that sales during the first three weeks of April were also behind sales in April last year, which were especially large. When price changes are taken into consideration it is evident that the volume of merchandise distributed each month continues to be greater than in the corresponding period last year. March reports show an increase of about 12 per cent in the number of transactions. The average amount of each transaction was \$3.07, as compared with \$3.25 in March, 1920, a decline of 13 per cent.

"Stocks on April 1 were 22 per cent below those of the corresponding date last year, due largely to lower prices. Stocks increased between March 1 and April 1 because of the receipt of the usual purchases of spring and summer merchandise. Because of the continued large sales, coupled with the decreased value of stocks, the ratio of stocks to sales is smaller. Merchants continue to maintain annual profits by the more frequent overturn of stocks. The amount of outstanding orders on April 1 was greater than for several months past, due to the fact that many of the stores are placing orders for fall goods. In some cases retailers are showing a great unwillingness to place advance orders. Hand-to-mouth buying continues in those primary markets in which retailers believe the process of readjustment has not been completed."

Sale of Kansas City "Journal"

Walter S. Dickey, head of the W. S. Dickey Clay Manufacturing Company, bought the Kansas City *Journal* at a receivership sale April 25. Mr. Dickey's bid was \$111,000 for the real estate, personal property, Associated Press franchise, mechanical equipment and other assets. The sale was subject to a real estate mortgage of \$100,000 and taxes amounting to about \$10,000.

The sale must be approved by the United States District Court. With the court's approval, there will be a financial reorganization. The *Journal* has continued publication since its receivership several months ago.

"Vapo-Greez" Machine in Business Papers

The Bruce McDonald Company, manufacturer of bakers' equipment, Kansas City, Mo., has placed its advertising account with The Potts-Turnbull Company of that city. Advertising of the "Vapo-Greez" automatic pan greasing machine has begun in trade publications.

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Publisher of

CANDY & ICE CREAM

Member: Associated Business Papers

and

The CANDY JOBBER

**announces the publication of
a third confectionery journal**

**Candy
Factory**

which now affords advertisers the opportunity of reaching any one or all three of the main branches of the billion dollar confectionery industry through separate mediums to Candy Manufacturers, Confectionery Jobbers and Retail Confectioners, and without waste or duplication of circulation and with greater reader interest and response in each particular field.

**"Should-we-use-it" particulars
and sample copies at your request**

**EXECUTIVES AND
EXECUTIVE OFFICES**

EMMET BOYLES, Publisher

IVERSON C. WELLS, Editor

RAY BECKER, Advertising Manager

HAWLEY RUSSELL, Field Representative

5 NO. LA SALLE STREET, CHICAGO

Wrigley Building after June 1

NEW YORK

105 W. 40th Street

Wm. A. McLearn, Mgr.

SAN FRANCISCO

Flatiron Building

L. J. Flynn, Mgr.

The Illustrated Review

Published at Atascadero, California

Announces—

A Reduction in Advertising Rates

Effective with the May, 1921, issue

The New Rate Is One Dollar a Line

for a guaranteed (A. B. C.) circulation
in excess of 200,000 monthly.

The Illustrated Review is the only strictly
pictorial monthly rotogravure magazine in the
United States having a national distribution.

July advertising forms close in New York May 15th

GEORGE W. STEARNS
Advertising Manager
Flatiron Building, New York

The nearest office is particularly at your service.

EASTERN OFFICE
Flatiron Building
New York

CHICAGO—Boyce Building
R. B. LEFFINGWELL
In Charge

Newspaper Publishers' Meeting

(Continued from page 36)

contract price of newsprint is, in the opinion of your committee, the price not determined by manufacturing costs, but by previous competitive conditions which do not now obtain;

"Second, that on the present spot paper market newsprint is freely offered in quantity at 4 cents, with some quotations reported at 3½ cents.

"Third, that in view of the present situation, with respect to available production, supply and consumption, your committee recommends to the members of the A. N. P. A. that they be not stampeded into purchases on the spot market or under contract by selling threats and predictions of higher prices, strikes, etc."

The resolutions aimed at price-fixing by labor unions said:

"The American Newspaper Publishers Association, in convention assembled, views with concern the effort of labor unions to fix the selling price to the consumer of articles or products; and therefore

"Resolved, That the fixing of a minimum selling base of any article or product used in the conduct of trade, commerce or manufacture is destructive of competition, tends to create a monopoly and is detrimental to the best interests of all citizens."

In the afternoon, in accordance with custom, the presidents of the printing trade unions were invited to address the convention. The speakers were John McParland, of the International Typographical Union; J. J. Freel, of the International Stereotypers and Electrotypers; George L. Berry, of the International Printing Pressmen, and Matthew Woll, of the Photo-Engravers. Arbitration agreements with the unions represented run until April 30, 1922, so no new discussion of terms was held, the addresses being general in nature.

The New York State Publishers held a special meeting at which a resolution was passed pledging

"moral, financial and material support to those New York State publishers upon whom demands have been made for a week of less than forty-eight hours" and also pledging co-operation with them in resisting such demands.

AN ADDRESS BY POSTMASTER-GENERAL HAYS

At noon the thirty-fifth annual luncheon of the A. N. P. A. was held. A message from President Harding was read by Herbert L. Bridgman and then came the address of Postmaster-General Hays, which was frequently cheered. He prophesied action by the new administration as follows:

"1. An honest, efficient and economical business administration of the country's affairs.

"2. Immediate development and execution of a plan for the reduction and equalization of taxes, with the repeal of the taxes which kill initiative, and the spreading of the war debt over a great number of years.

"3. Development of a better relation between labor and capital, with justice to both and with justice to the public, the third side of the triangle.

"4. That every possible step be taken to bring the Government back to the limitations of the Constitution in times of peace, with no undue federalization of industries and activities, with Federal regulation, but not Federal ownership, preventing the further spread of socialism.

"5. That the Administration will measure its steps forward by the new needs of the nation, with its eyes always ahead but with its feet always on solid ground."

Further discussing probable plans of the Administration, Mr. Hays said seven changes might be expected: Change of the name of the Department of the Interior to the "Department of Public Works"; a new department, "The Department of Public Welfare"; the stripping of the Treasury Department of all except its necessary and proper fiscal functions; the transfer of all non-military work from the War and Navy De-



The Brand Name of Perfect Printing Plates

Premier Engraving Co.
605 S. Clark Street
Chicago

One Per Cent of Replies Opens 200 New Accounts



We offer to create and distribute for you 20,000 illustrated circulars which will contain 5 halftone engravings of your merchandise, to well-rated Department and General Stores. We supply the paper, art work and engravings, do the printing, addressing, folding and mailing, INCLUDING POSTAGE, at a complete cost to you of % of a cent for each circular.

Associated Leading Manufacturers
24 East 21st Street, New York City
Phone: Stuyvesant 8165-8448

partments to the regular civilian departments of the Government; the enlargement of the Department of Commerce and the transfer to that department of all agencies in the promotion of commerce and navigation; the establishment of a centralized purchasing agency to do all the buying, and the establishment of a budget bureau to aid the President in the direction and control of the work of all executive departments.

"It is my opinion," said the Postmaster-General, "that the postal establishment is most certainly not an institution for profit nor for politics, but an institution for service. You can't expect men and women to give service if they are to be shuttlecocks of politics." He then gave statistics showing the expansion of the postal service and referred to the facts that international money orders were now being issued for Central and South American countries on the exchange basis, that mails were now open to Soviet Russia, and that a sea post was in contemplation. He paid tribute to the work of the air mail division.

FAULT FOR LATE DELIVERY GENERALLY WITH THE POST OFFICE

Concerning late deliveries of newspapers he admitted that in nine cases out of ten the fault was with the post office, for he pointed out that the paper comes off the press and into the post office on unvarying schedule, and in this connection he pledged himself to see that the second-class mails get through on the dot. Then he added:

"There are two things in connection with our relation which I would state and re-emphasize. First, it is no part of the primary business of the Post Office Department to act as a censor of the press. This should not and will not be. Second, we are going to get along together and do the right thing in all of these matters of classification, rates and so forth, and I want it distinctly understood that there will never be any occasion when a publisher with any kind of a grievance is not thrice

May 5, 1921

May 5, 1921

PRINTERS' INK

155

Are You a Printing Salesman?

This means is taken to get in touch with you.

Realignment in our Sales Department made desirable the addition of two men to our sales organization.

The calibre of man required is not a peruser of the want ad columns of the daily papers, nor of a roving disposition with his ear constantly to the ground for a change of job.

The man we have in mind is one who is thoroughly experienced and highly successful in his present connection, but who for some legitimate reason, through no fault of his own, and beyond his control or remedy, is not happily situated.

One such man has come to us and is doing well. We need one more.

If you are that man, with the ability to sell printing in a large way, and the capacity to adequately represent our institution, and to enlarge your present sales with the aid of our backing and diversified facilities, we believe it would be to our mutual interest for you to call.

By appointment only.

WYNKOOP HALLENBECK CRAWFORD Co.

"Printing Headquarters"

PRINTERS & BINDERS

80 Lafayette Street

NEW YORK

E.W. HELLWIG COMPANY

299 MADISON AVENUE
NEW YORK

Advertising



welcome to sit down with the head of the Department and work it out."

On the concluding day action was taken regarding local vs. national advertising rates; circulation reports to the Government; and relations with advertising agencies and special representatives, as indicated at the beginning of this article.

ELECTION OF OFFICERS

At the election of officers, all incumbents were re-elected for the ensuing year with the exception of a change in treasurer, Howard Davis, of the *New York Tribune*, being elected to succeed George H. Larke, of the *New York World*. T. R. Williams remains as president; Paul Patterson, of the *Baltimore Sun*, as vice-president, and J. S. Bryan, of the *Richmond News-Leader*, as secretary.

The following were re-elected directors:

J. E. Atkinson, *Toronto Star*; E. H. Baker, *Cleveland Plain Dealer*; F. G. Bell, *Savannah News*; Hilton U. Brown, *Indianapolis News*; E. H. Butler, *Buffalo News*; Harry Chandler, *Los Angeles Times*; H. L. Rogers, *Chicago News*; Chas. H. Taylor, Jr., *Boston Globe*.

The convention closed with the sending of the following message to "a fellow publisher":

"The American Newspaper Publishers Association, in convention, extends felicitations to a fellow-publisher, who has been called to high responsibilities in a time when great sanity and poise, as well as undeviating patriotism and Americanism, are called for at the seat of national Government.

"Since we met in convention a year ago, President Wilson has completed his eight historic years as President and another great American, Warren G. Harding, Senator and publisher, has become Chief Executive. Having every confidence in his high patriotism and lofty purposes, knowing that this training in statecraft and his capacity to serve and lead a sound public sentiment, this association expresses to President Harding.

Manufacturers Association wants a Real Merchandising Man

A national manufacturers association representing an important industry is conducting a highly successful advertising campaign to promote the broader appreciation and use of its products. The association now wishes to hear from a man fitted to handle the general activities of their Campaign Headquarters, but particularly to devise and carry thru plans that will line up retail dealers, jobbers and their salesmen in effective cooperation with the campaign.

The indispensable requirements of this man are:

- 1) Successful experience on an important scale in devising and carrying out merchandising and sales promotion plans in order to capitalize an advertising campaign to the consumer.
- 2) Executive ability.
- 3) Tact.
- 4) Sustained energy.
- 5) A clear record.

IT is desirable also that he have distinct ability as a speaker.

This is a substantial post for a substantial man.

State qualifications, references and age, and please address your letter promptly to—

Address "M. W.", Box 232 Printers' Ink.

(Your letter will be regarded as confidential.)

**If you need
a man with
this experience**

**I would like to talk with
you.**

- 1. District Sales Manager**
of large organization selling
personal service—universally
recognized as the hardest of
all things to sell.
- 2. Personal selling experience**
in the same connection.
- 3. Advertising Manager**
of same organization.
- 4. Publicity Manager**
of concern manufacturing
electric power machinery.
- 5. Engineering Education**

This experience has covered
thirteen years, and it has
been successful. Address
"L. F.," Box 230, care of
Printers' Ink.

A progressive New York
retail concern with branch
stores is seeking the services
of an

Advertising Manager

Who is thoroughly fa-
miliar with all branches of
Direct by Mail work, from
viewpoint of retailer to
consumer. *Not interested
in applications from sales
promotion managers.*
Knowledge of newspaper
advertising, lay-outs, etc.
also necessary.

The applicant should
state full details of previ-
ous experience, in order
to receive consideration.

Address Apartment A

325 West End Ave. N. Y. C.

on behalf of the American pub-
lishers, our assurances of support
in the difficult problems that con-
front him and to voice the faith
that the ship of state will be safely
steered through troubled waters
into safe harbors."



FREDERICK ROY MARTIN, NEW GENERAL
MANAGER, ASSOCIATED PRESS

At the annual meeting of the
Associated Press just preceding
the convention of the A. N. P. A.
the retirement of Melville E. Stone
as general manager and the elec-
tion of Frederick Roy Martin to
succeed him were announced. The
services of Mr. Stone were re-
tained, however, as counsellor.

Charles McMurdy Goes to Conover-Mooney

Charles McMurdy, formerly with Lord
& Thomas, and later with Henri, Hurst
& McDonald, Chicago, has become asso-
ciated with the Conover-Mooney Co.,
Chicago advertising agency.

W. F. Schramm Joins Chicago Agency

W. F. Schramm, recently with the
Burns-Hall Advertising Agency, of Mil-
waukee, has become a member of the
Hertz-Hadley Company, Chicago ad-
vertising agency.

S. W. Roth Dead

S. W. Roth, publisher of the *Whole-
sale Grocer and Retailers' Journal*, also
author of the "Roth System of Retail-
ing," died last week in Chicago.

May 5, 1921

PRINTERS' INK

159

The Los Angeles Times

During the first three months of 1921 printed over three-fourths of a million lines more advertising than any other newspaper in America.

Total 6,565,720 Lines

During the same period
THE TIMES printed
2,758,770 lines more than
any other Los Angeles
newspaper.

THE TIMES for years has led all other newspapers in the country in total amount of classified advertising.

Los Angeles ranks tenth in population and tenth in industries of the cities of the United States. It gained over 100,000 in population during 1920. The tremendous growth and prosperity of the city is due in large measure to the industrial freedom prevailing here. Los Angeles has become the Mecca for the non-union, freedom-loving American workman and the manufacturer who also loves freedom is naturally following him here with his business enterprise and capital.

THE TIMES-MIRROR COMPANY

Eastern Representations:

WILLIAMS, LAWRENCE & CRESMER CO.
225 Fifth Avenue
New York City

Harris Trust Building
Chicago, Illinois

To the Publisher of a High-Class Woman's Magazine

A thoroughly experienced producer in the advertising field, who has built up the advertising department of a similar publication, whose ability to sell space is due to the confidence inspired by her character and personality, is open for a high-class proposition.

Only interested in a publication whose circulation is guaranteed and open for inspection.

Highest references from advertisers and advertising agencies, as well as from the general manager of former publication.

Address "D. J. S."
Box 231
Care of Printers' Ink

Advertising Agencies and Printing Contractors ATTENTION

A thoroughly modern printing business of best repute in the trade offers a splendid opportunity for an agency or printing broker to consolidate for a permanent connection.

If reasonable assurance is advanced that your business will keep a plant capable of \$400,000 production, part productive permanently, we can make a bona fide concession on a price arrangement or consolidate for a mutually beneficial agreement.

Drop us a line and arrange to talk it over.

* Address "K. B.," Box 233,
care of Printers' Ink.

Church Advertising Department Programmes

The Church Advertising Department of the Associated Advertising Clubs of the World has prepared the following programme for its session to be held during the convention at Atlanta, Ga., of the Associated Clubs:

"Spiritual Church Advertising," Philip Ritter; "How Local Advertising Clubs Can Aid Church Advertising," A. M. Bayliss; "Advertising the Churches in Philadelphia," Rowe Stewart, president A. A. C. of W.; "Actual Results Secured by Church Advertising," Rev. Roy L. Smith; "United Effort in Church Advertising," W. Frank McClure; "Methods Used in My Church," George W. Hopkins; "Using Printers' Ink for the Church," John Clyde Oswald; "Poster Advertising as a Means of Evangelism," J. E. Spillman; "Mail Methods for Church Advertising," Homer J. Buckley, and "Copy for Church Advertising," Frank D. Webb.

Practical advertising experiences will be related by six ministers.

Providence Advertising Companies Unite

The business of the Walton Advertising Service of Providence, R. I., has been absorbed by the Larchar-Horton Company, also of Providence. The Walton Advertising Service, three years ago, purchased the business of the Proffitt Advertising Corporation, which was the agency formerly conducted as the Proffitt-Larchar Corporation. Edward Forrest Walton, formerly president of the Walton Advertising Service, becomes art director and vice-president of the Larchar-Horton Company.

Duncan McCulloch in Agency Work

Duncan McCulloch, until a month ago in charge of research and plan on the merchandising and advertising of surplus property under the control of the director of sales of the War Department, has joined the staff of Rickard and Co., Inc., New York.

Included among the accounts recently placed with this agency are the Rome Brass & Copper Co., Kent Vacuum Cleaner Co., Rome Wire Co. and the Steward Davit & Equipment Co.

Leaves Seattle to Establish Art Service in New York

C. Bernard Ogilvie, formerly head of the art department of the Seattle Engraving Company, Seattle, Wash., has opened an art service studio in New York under the name of C. Bernard Ogilvie Bureau of Artists.

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Jules P. Storm & Sons

(INCORPORATED)

*announce the addition
to their executive staff of*

Harry Thompson Mitchell

*formerly with Nash Motors,
General Ordnance and recently
advertising manager of Brill Brothers*



JULES P. STORM & SONS, INC.

Advertising

120-122 West 41st Street

New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122
S. Michigan Blvd., KIRK TAYLOR, Manager.

Atlanta Office: 1004 Candler Building.
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. McKINNEY, Manager.

San Francisco Office: Examiner Building,
W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,
A. J. DENNE, Manager.

London Office: 233 High Holborn,
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70,
Classified 55 cents a line, minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Albert E. Haase
Roland Cole Edward T. Tandy
Roy W. Johnson C. B. Larrabee

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MAY 5, 1921

To Improve Conditions in a Basic Industry

It is always easy for the leaders in an industry to blame high prices or a surplus of unsold products on "market conditions." In the copper industry especially, market conditions which are entirely solvable seem to be hurting everybody connected with the industry, and it is time that someone took action. On March 13, 1919, PRINTERS' INK pointed out copper's opportunity in an editorial, "Why Not Advertising of Copper?" And once before that we called attention to the chance for producers of copper to help their own industry and consumers by the use of advertising. This subject is even more timely to-day than it was then.

In the *Engineering and Mining Journal* for April 9 there appeared

a letter on "What Others Think" concerning the copper industry. Commenting upon the letter, the editor of that publication said: "We had hoped that someone had risen to explain some of the questions that we had asked in previous editorials, but it seems that the writer has thought only to absolve the large copper manufacturing interests from blame for the present condition of the copper market. Nowhere is any reason given or suggested as to why copper screens retail at fifteen cents per square foot compared with four cents for iron, to mention only one product. Our questions still remain unanswered. Someone between the producer of crude copper and the ultimate consumer is responsible; or if not someone, some condition. Whoever or whatever it is should be eliminated. A proper co-operation between all the factors in the situation, from the producers to the retail dealers, should solve the problem. The matter should be actively pushed, and not allowed to drift. Zinc and nickel are sold as well as bought. Why cannot the same be said for copper?"

The number of instances in which advertising has been called upon to solve similar situations are almost too numerous to mention. The State of California offers a number of classic examples, including oranges, raisins, walnuts and a number of other food products, where quantity production has made quantity consumption imperative. Instead of a surplus production of things which everyone needs, the market has been immeasurably broadened and demand increased by well-planned campaigns in industry after industry. As the McGraw-Hill Industrial Letter points out: "There is a deep-rooted public impression that everything made of copper and brass is expensive. The idea of our grandfathers that everything made of copper was good seems to have been lost. The copper industry needs business. The power of advertising should be applied."

The interesting and effective

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campaign of the New Jersey Zinc Company described in *PRINTERS' INK* of March 20, 1919, contains a lesson for the copper producers. The average householder is not at all familiar with the day-by-day uses of copper and how it touches his daily life. Copper screens do not rust. Copper leaders and gutters on a house have advantages in durability and decorative value. Nickel-plated copper tea kettles, coffee pots and serving dishes are beautiful and serviceable and are advertised under their trade-marked names to the women of America. The copper wash boiler occupies an important place in many a home laundry and could be used in many more. Hinges, door fittings, and nozzles for all plumbing fixtures are made of brass, which is 60 per cent copper. And so on all over the house.

The advertising agencies have a real duty before them to point out to the American Smelting and Refining Company and other big copper producers how much they need this modern business stimulator. The right kind of advertising, leading to increased consumption, would enable producers to concentrate on quantity production of standardized designs at reduced prices.

Small Com- fort for Price- Maintenance

Manufacturers who are interested in price-maintenance can take very little comfort from the decision of the Supreme Court of the United States in the Cudahy Packing Company case, the substance of which was contained in last week's *PRINTERS' INK*. Since the decision of the same court in the Colgate case, it has been pretty generally assumed that the manufacturer's right to refuse to sell to price-cutters was established, and that this right could be exercised under ordinary circumstances, without danger of violating the anti-trust laws. The Cudahy Packing Company decision, however, while by no means overturning the Colgate ruling, indicates quite conclusively

that the Colgate case provides a slender reed to lean upon.

Gilbert H. Montague, who was counsel for the packing company before the Supreme Court, writes to *PRINTERS' INK* as follows:

"The real significance of this decision is that while deciding this particular case in favor of the Cudahy company, the Supreme Court in effect states that where there is any evidence whatsoever, 'from a course of dealing or other circumstances,' tending to show any agreement regarding resale prices, the determination of that question must be left to the jury, and cannot be taken from the jury by any judge or court. How slight such evidence be, and on what casual statements and letters of employees such evidence may be based, is well illustrated by the record in this case. If any such evidence is introduced, however the Supreme Court holds that the trial judge must leave entirely to the jury the determination of the essential point on which liability depends. This brings into strong relief the dangers which manufacturers run who are blindly relying upon the Colgate decision as complete authority for their right under any and all circumstances to decline to sell price-cutters.

"Last year in *United States vs. Schrader's Son, Inc.*, and now in the Cudahy case, the Supreme Court has strongly emphasized the limits of the so-called 'right to refuse to sell' as stated in the Colgate decision. It is none too soon for the business community to realize how precarious, under actual business conditions and everyday trade dealings, is the hope for lawful resale price maintenance which it was once believed was held out by the Colgate decision, and how carefully, cautiously and circumspectly this so-called 'right to refuse to sell' must be exercised against price-cutters, if the penalties and liabilities of the Sherman Act are to be avoided."

In other words, the right to refuse to sell to price-cutters remains practically where it was before the Colgate case was decided. It may be exercised when

and if it does not constitute "restraint of trade" or an "attempt to monopolize." But the question as to whether it does or not is to be left, not to a judge learned in the law, but to a jury of ordinary citizens who are not unlikely to regard the price-cutter as a benefactor.

International Harvester Faces Facts

Some advertisers seem to be afraid to face the facts. Not caring to discuss prices frankly, they hedge themselves with a screen of generalities, quite meaningless in these times when every buyer wants brass-tacks information. Or perhaps they are afraid to advertise at all. Cowering before adverse conditions, they stop all effort to remedy those conditions.

This explains why many manufacturers are shrinking from the farm market right now. They have heard that the farmer is hard up. Prices of agricultural products have declined to such an extent that they imagine country people have stopped buying entirely. To be sure, prices have declined, but that doesn't mean the farmer has ceased to buy the necessities and many of the luxuries of life.

Perhaps what is needed in many cases is to turn the farmer's buying into new paths. He can be shown, for instance, how the ownership of certain machinery will lower his production costs. If he has to sell his crops for less, he will want to know how he can operate on the new level and still make a profit. He will turn an anxious ear to any advertiser who offers him real help in readjusting his business to the new conditions.

The International Harvester Company, in its Primrose Cream Separator advertising, is facing the facts of the present situation in a manner that is entirely commendable. Under the heading "Primrose Prices Have Been Reduced," it launches this broadside at the farmer:

"Primrose quality may now be

had at lower prices. This is an announcement of unusual importance to every farmer. In all the seesawing of farm product prices, the one good old rock of farming prosperity—dairying—has continued firmly anchored. Dairy farmers received more for their crops during 1920; other farmers had to take less. Dairy prices have declined least among farm commodity values.

"To-day low-priced corn can be made to return upward of two dollars a bushel when it is marketed through the cow in the form of dairy products, according to the Nebraska Experiment Station. In the face of these facts, many thousands of farms will be so handled this year that the cow may turn low-priced feed into high-priced butter fat."

The International adroitly turns whatever objections may be in the farmer's mind into the reasons why he should buy. He is told definitely how he can turn low-priced corn into higher-priced dairy products. There is an idea he can cash at the bank.

If other farm advertisers will study their propositions as thoroughly as evidently the International Harvester Company has done, they will have less complaint to register against the rural market.

Wanamaker's May Day Shot

John Wanamaker came out in Monday's newspapers with a full-page advertisement listing the present price of hundreds of articles, as compared with the price on May 1 last year. The reductions in every instance have been substantial, in some cases sensational.

No more effective rebuttal than this could be given to the argument that retail prices have not come down. What we need is more advertising of this kind. The public is now more interested in prices than in anything else. Then give the people what they are looking for. An advertisement that does not contain a price these days is incomplete, to say the least.

YOUR ALL-WOOL SUIT



AN all-rag writing paper is just as desirable as an all-wool suit. You pay the price of an all-wool suit for three reasons. It wears well. It looks better. And the cost of making is greater than the cost of material.

You could buy CRANE'S Bond for your stationery with the same assuredness. It also wears better. It looks better. And in the cost of your letters, as they lie there dictated, typed and stamped, ready to go out, the cost of paper, no matter what quality, is a very small fraction.

So, if all-wool for suits, why not all-rag for business letter paper?

100% selected new rag stock

120 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

The NOTION and NOVELTY REVIEW

The leading trade journal in the world devoted exclusively to Notions, Novelties, Fancy Goods, Art Needlework, etc.

1170 Broadway New York

CLOCK-WATCHERS!

That's what we are.
If you ask to see proof
at 9 a.m.—it will be there.

'Phone Fitz Roy 2719

Ad^y Agencies'
Service Company
Typographers

209-219 W 38th NEW YORK



PRINTING IN 16 LANGUAGES
CATALOGUES
PRICE LISTS and
ADVERTISING LITERATURE
Of Every Description

High Class Printing and Correct
Translations Guaranteed.

English
Dutch
French
German
Greek
Hebrew
Italian
Japanese
Latin
Portuguese
Russian
Spanish
Swedish
Turkish
Ukrainian
Yiddish

Get busy and go after the foreign markets.

THE UNITED PRINTING CO.

Printers—Publishers—Bookbinders

320-322 W. Federal St. YOUNGSTOWN, O.

SLIDE-VERTIZE

Where the people gather
in a happy mood, your
message will get a hear-
ing.

Send for our booklet—
"In The Public Eye"—
it's free.

STANDARD SLIDE CORP.

209 W. 48th St., New York

Springfield, Mass. Publicity Club Has Annual Banquet

The Publicity Club of Springfield, Mass., had its twelfth annual banquet on April 28.

Addresses were made by Hon. Irvine L. Lenroot, U. S. Senator from Wisconsin, and by Hon. Frank H. Keefe, member of the Canadian Parliament.

Continuing its custom, inaugurated six years ago, of publicly recognizing distinguished service rendered by citizens of Springfield, the club conferred a medal, known as the William Fynchon Medal, upon A. Willard Damon, in recognition of his moral leadership after the great San Francisco fire.

Among the out-of-town guests were: George L. Sullivan, of Grandin, Dorrance, Sullivan, Inc., New York, and a former president of the club; Harry Tipper, of *Automotive Industries*; A. L. Winship, vice-president Shawmut National Bank, Boston; A. L. Belnap, New York, president Rolls-Royce, Inc., of America; W. H. Easton, New York, Eastern manager of the Westinghouse Company, and Robert Hirshfeld and S. B. Hall, of the Manternach Company, Hartford.

Cost Accountants to Meet at Cleveland

The annual convention of the National Association of Cost Accountants will be held at Cleveland, O., on September 14, 15 and 16. The membership of this association is made up of approximately 2,500 cost accountants and business executives.

R. S. Westbrook Joins Stubbs Company

Robert S. Westbrook, who for three years represented the American Lithographic Company in Indiana and Michigan, has joined the sales department of the Stubbs Company, offset printers, at Chicago.

J. L. Kohn Joins Hannah-Crawford

J. L. Kohn has resigned as promotion manager of the freight extension work of the Aurora, Elgin & Chicago Railways to join Hannah-Crawford, Inc., advertising and merchandising counsel, Milwaukee.

Bryan to Address Chicago Advertisers

William J. Bryan will address a meeting of the Chicago Advertising Council at the La Salle Hotel in that city on May 19.

Has Kum-a-Part Belt Buckle

The Baer & Wilde Company, Attleboro, Mass., has placed the "Kum-a-Part" belt buckle account with The Martin V. Kelley Company, to be handled through the New York office.

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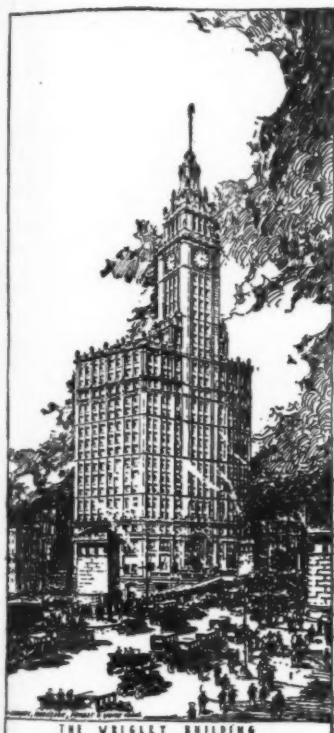
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THE WRIGLEY BUILDING

Copyright 1920, Wm. Wrigley Jr. Company

Publishers' Representatives

Who are now
located in the

WRIGLEY BUILDING

400
North Michigan Ave.

CHICAGO

		Suite	Phone
RAY BECKER	CANDY & ICE CREAM CANDY JOBBER CANDY FACTORY	Entire 2nd Floor	FRANKLIN 2309
GLASS & IRVIN . . .	NEWSPAPER PUBLISHERS' REPRESENTATIVES	1216	RANDOLPH 1494
J. WILLIAMS MACY .	FIELD AND STREAM TOWN AND COUNTRY PARISIENNE TRIO SMART SET	618	RANDOLPH 4262
ROBERT O. WARNER	PUBLISHERS' REPRESENTATIVE	402	RANDOLPH 307
METROPOLITAN MAGAZINE	FRANK N. CORDNER WESTERN MANAGER	408	RANDOLPH 194

The Little Schoolmaster's Classroom

WHEN a salesman fails to land an order, let him consider that it may have been due to his particular brand of salesmanship.

Every salesman develops his own method. He holds to the style that brings down the most orders. The few that he fails to get, he dismisses with the thought, "Well, you can't get 'em all." But maybe he could if he would try an entirely different method on the ones that do not succumb to standard treatment. For example:

A certain large wholesale concern in this country controlled the United States sales agency for a product that was made in England, but had never been able to obtain the Canadian rights. The company had tried to get these rights for years, but without success.

A year ago it decided to make a supreme effort. The best salesman in the organization was chosen, he was coached carefully, cautioned about English customs, primed with the most persuasive inducements and groomed to the pink of condition.

He went to England. He played his cards carefully. He worked his letters of introduction judiciously. He maneuvered, toyed and flirted with his quarry, and after much delay and vexation he secured his big interview. His fine American sense of efficiency, long smoldering within him, now came out like a circus parade, with banners and bands. But he failed. Sad to relate, he failed. The order on the dotted line, he did not get it.

So he came back and the company said, "Let's forget it."

* * *

Then a year later a member of the firm happened to be in France, and thought of this Englishman. He decided to show a pleasant spirit toward him, and mailed him a picture postcard on which he wrote, "Expect to fly over from

France to England. Will call on you soon."

When he arrived in London, he took a taxicab out to the Englishman's place of business. He called on him about eleven o'clock one morning. He chatted pleasantly about his trip, showed an interest in the Englishman's business, looked over his plant and then invited him to lunch at a London hotel. But never a word about business.

* * *

They lingered over the lunch table until five o'clock. The Englishman was interested in what the American had seen in France. He was interested in America. They talked about many things. They found dozens of things, subjects in which they were mutually interested. Everything except business. They both kept away from it.

The American drove his companion back to the factory. The latter urged him to spend the evening with him and meet his wife. The American could not do that, however. He must sail the next day and had many things to attend to that evening. The Englishman expressed his regret and prepared to say good-bye. He had enjoyed the occasion. It had been delightful.

As the American sank back in his cab, wondering what excuse he could invent to defer his departure and call again the next day, he heard the Englishman shouting after him. He came up to the cab window, looked in and said:

"You'll pardon me for referring to business after having such an enjoyable time, but a representative of your company called on me a year or so ago and referred to the Canadian rights on our goods. The fellow was a salesman, you know, and I can't bear salesmen. However, I will say to you that if your house would care to take our Canadian rights,



Men Who Know Buy Oplex Signs

SOME of the biggest chain store organizations—the kind who have it figured down to such a fine point that they can tell almost to a dollar the difference an April shower is going to make in their sales—are using Oplex Electric Signs.

They buy them because their close investigation into the subject of electrical advertising has shown that Oplex Signs give most for the money.

Oplex Electric Signs are the kind with the raised, snow-white glass letters on a dark background, perfect day signs as well as night signs, greatest reading distance, lowest up-keep cost, most artistic designs.

Let us send you a sketch showing an Oplex Sign to meet the particular needs of your business.

The Flexlume Sign Co. ELECTRICAL ADVERTISING

32 Nail Street, Buffalo, N. Y.

Pacific Coast Distributors

Electrical Products Corp.

Los Angeles, Cal.

Canadian Factory

The Flexlume Sign Co., Ltd.

Toronto, Ont.

Los Angeles—The largest city in the West

EVENING HERALD

The largest daily circulation in the West

MEMBER A. B. C.

Government Circulation Statement

April 1, 1921

143,067

It grows just like Los Angeles.

The Evening Herald goes into practically every home—covers the field completely.

REPRESENTATIVES

New York: Chicago:
Herbert W. Moloney, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.

NEWSPAPER PRINTING As It Should Be Done

Our Printing Plant is now in a position to print newspapers of all kinds at particularly low rates. Our presses operate day and night and we can handle newspapers from four to sixteen pages or from eight to thirty-two pages in magazine form.

We will be pleased to give you all further particulars upon request.

BOLLETTINO DELLA SERA

179-182 Worth St., New York, N. Y.

Telephone: Worth 4700



Merle Johnson
1440
Broadway
N. Y.
Makes
Pictures
For
House-
Organs
N'everything
Tel. 2459 Bry.

THE HOME OF GOOD PRINTING

The BEERS PRESS

Makers of
catalogs
booklets
commercial
printing

TRENTON, NEW JERSEY

you are jolly welcome to them."

When one kind of salesmanship does not get the order, let the salesman not fail to remember that there are other kinds.

* * *

In direct-mail campaigns, especially where much dependence is placed upon process letters, the Schoolmaster is convinced that too much attention cannot be paid to the matter of perfect matching between the fill-in and the body of the letter. It seems superfluous to say that when the name and address are in one shade or tone and the first line of text is in another, the personalized effect of a letter is largely lost; yet the Schoolmaster is constantly coming across specimens in which the matching is so imperfect that not even the most ignorant backwoodsman would accept them.

The trouble seems to result from lack of proper supervision. The first few letters sent out may match perfectly, but when the 500th or the 1,000th is reached, an examination may show that the text is light and faded, while the fill-in is heavy and bold, or vice versa. This results, of course, in absurd contrasts. The trouble is that the attitude of the employees who turn out such work tends to become mechanical and they fail to notice the discrepancies. Type-writer ribbons become worn, causing blurred lettering, and ink fades if not renewed. Close supervision should therefore be exercised by someone higher up to see that not only the first letters but the middle and last look real.

The Schoolmaster is on several mailing lists. He knows a circular letter when he sees one, however personal it may look. But he always resents a badly matched letter, no matter how good it is otherwise. He regards it as an insult to his intelligence.

Direct-mail involves many details, and nobody can afford to overlook a single one of them.

* * *

A member of the Class sends in a clipping of an advertisement which recently appeared in leading daily newspapers of the Pacific Coast and which, according to

WILLIAM J. CONNERS, Jr., Publisher of

"The Buffalo Courier"

"THE BUFFALO ENQUIRER"

AND THE

"Buffalo Sunday Courier"

IS PLEASED TO ANNOUNCE THE APPOINTMENT OF

LORENZEN & THOMPSON, Inc.

WITH OFFICES IN

New York and Chicago

as his Representatives in The National Advertising Field

Effective May 2, 1921

RAPID ELECTROTYPE CO.

OF CANADA
LIMITED

CHARLES J. HIRT, Managing Director

Electrotypes, Stereotypes and Matrices

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST, TORONTO, ONT.

PLANTS AT
MONTREAL TORONTO LONDON WINDSOR

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

"If it's EXPORT it's not FOREIGN to us"
Millsco Agency, Inc. 432 Fourth Avenue, N.Y.

I AM A WOMAN

My home is my workshop

Madeleine Kelly Purcell Advertising

Copywriting and Counsel from
The Woman's Point of View

348 West 118th St. New York

ASHLAND 7652

BOURGES SERVICE

PHOTO ENGRAVERS

NEW YORK CITY

OFFICE - FLATIRON BLDG-175 FIFTH AV
PLANT - PARKOLA BLDG-100 WEST 21 ST

SHIP BY EXPRESS??

Keep posted on the Express Business by subscribing to the **ONLY Express Paper**. Save **TIME, MONEY AND TROUBLE** in your Express Shipments. Treats of Claims, Proper Packing, Legal Difficulties, Rate Changes, New Classifications, etc.

A Necessity in every Business Office. One year \$2. Subscribe today.

THE EXPRESS GAZETTE

51 Broadway, New York City



APITAL TRADE MARK
AND COPYRIGHT BUREAU
REPRESENTATION ALL OVER THE WORLD
WASHINGTON, D.C. - WARDER BLDG.

PROTECTS
your trade-marks and labels by
registration and copyright in
the U. S. or abroad. A highly
trained corps of specialists.
Send for New Bulletin

Better Printing for Less Money

Best Printing—Best Service	Illustrations or Catalogs of Low Prices
1000 Printed Book Letterheads... \$5.50	1000 Circulars 6x4 1/2 up front... \$4.00
1000 Printed Envelopes 3 1/2x5... 4.00	1000 Circulars 6 x 9 up front... 6.00
1000 Printed Envelopes 4 1/2x6... 7.50	1000 Circulars 9 1/2 x 12 up front... 10.00
1000 Printed Business Cards 3 1/2x5... 4.00	1000 Circulars 12 1/2 x 18 up front... 15.00
1000 Printed Billheads 3 1/2x5... 4.00	1000 4-Page Booklets 3 1/2x5... 25.00
1000 Printed Commemorative Cards... 4.00	1000 4-Page Booklets 6 1/2x9... 25.00
1000 Printed Post Cards 3 1/2x5... 6.00	1000 4-Page Booklets 9 1/2x12... 40.00
1000 Printed Shipping Labels 2 1/2x4... 4.00	1000 4-Page Booklets 12 1/2x18... 60.00

E. L. FANTUS CO., 525 S. Dearborn St. CHICAGO

THE MILL EDITION OF

Concrete

NEW TELEGRAPH BLDG, DETROIT

REACHES ALL THE BIG
CEMENT MILLS & LIME
PLANTS WASTELESS CIRCULATION

Otis R. Tyson, advertising manager of the Owl Drug Co., brought a greater response than any single piece of advertising he had placed in the West over a period of fifteen years.

The copy consisted of a list of items and their prices in the fall of 1917, at the beginning of the high-price era, as compared with those of the present day. The seventy-two items listed showed that many prices are lower, some are the same, while a minority are higher.

The purpose of the advertisement was to make the Owl chain stand out at a time when most retailers were struggling with a cataract of falling prices. It is too long to reproduce here, but the following portion will show a few representative items:

	1917 Price	Present Price
Dr. Lyon's Tooth Powder...	20c	19c
Kolynos Tooth Paste.....	25c	19c
Revelation Tooth Powder...	25c	22c
Red Feather Tooth Powder...	25c	25c
Pebeco Tooth Paste.....	39c	39c
Prophylactic Tooth Brushes	35c	35c
Lavoria (small).....	22c	22c
Peroxide (pint).....	25c	25c
Mary Fuller Nail Polish....	25c	19c
Melba Nail Whitener.....	25c	25c
Melba Nail Paste.....	25c	25c
Red Feather Nail Polish....	25c	25c
Red Feather Nail Blanc....	25c	25c
Red Feather Emery Boards	15c	15c
Wanous' Shampoo Bags....	10c	10c
Mulsified Coconut Oil.....	45c	39c
Wyeth's Sage and Sulphur	69c	69c
Damschinsky's Hair Dye....	45c	48c
Danderine (large).....	89c	79c
Palmolive Soap.....	10c	10c
Physicians' and Surgeons'		
Soap.....	10c	10c
Colgate's Cashmere Bouquet Soap (large).....	25c	25c

VREDENBURGH-KENNEDY CO.

INC.

ADVERTISING

171 Madison Ave. New York

Advertising in All Media

Personal Attention

Small Accounts Developed

Merchandising Cooperation

Prompt Efficient Service

Consult Us No Obligation

Woodbury's Facial Soap... 22c 19c
Packer's Tar Soap..... 20c 19c

It is interesting to compare this with an advertisement of the Piggly Wiggly stores as cited in PRINTERS' INK of April 21 in which comparisons were made, not in connection with specific articles, but based on the increased purchasing power of the dollar.

Together these two cases furnish additional evidence of the interest that the public has to-day in prices.

For the Sake of Harmony in the Home

"It really looks to me as if Alfred Knopf had joined the 'redecorate your home' movement," Beatrice Trent writes in the Chicago Daily News. "Alfred gets out luxuriously colored books and has started to advertise his books for their colors. For instance, I get a private mailing card from the Knopf office which reads:

"These books are really good looking. You can use them to help out the color scheme of your living room."

"A fine idea, that. Choose books according to your color scheme. Is your living room in brown? Try 'Moon Cal' on the console. In more sombre tones? Try Knut Hamsun. Do you need a touch of color, of scintillating beauty to take the place of a brass bowl? Try Hergesheimer, with his wonderful cover of orange spotted with gold leaf, and place it on the Persian scarf on your piano."

Two New Accounts with Hamilton Agency

The Hamilton Advertisers' Agency, Hamilton, Ont., has obtained the advertising accounts of the Tallman Brass & Metal Company and the Permanent Ink Company, both of Hamilton. Newspapers and trade publications will be used for both of these new accounts in preliminary campaigns.

CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

'Tis Knowledge to Know Where Knowledge Is.
ASK The Search - Light

Anything You Want To Know
—FOUNDED IN 1895—
For business expansion—reliable information. For admotive publicity—expert presentation. Staff of practical business researchers, statisticians, economists, historians. Information library comprising mill one of classified records, reports, articles, clippings, pictures—all subjects. Methods tested by 25 years' successful service. Business Historica. Booklet on request.

EGBERT GILLISS HANDY
Founder-President and Executive Chairman.
Francis Trevelyan Miller, LL. D., Litt. D.
450 Fourth Avenue, New York. Editor-in-Chief

Publication Printing

Let us estimate on your
daily or weekly newspaper

ELORE UNION PTG. CO.
33 First Street New York City

TREBLE YOUR RENEWALS

subscriptions, classified, etc., by using Pallen's "Master" Mail Order Device. Pulls a higher percentage of cash orders than any other method known. Write for Samples.

J. PALLAN & CO., Columbus, Ohio

ARTWORK for ADVERTISERS

Illustrating
Lettering &
Designing

FOX & HAEMMEL

159 East 27th Street
New York City
Madison Sq. 7039

IT'S EASY SALE-ING WITH THE
RIGHT KIND OF PRINTING -----

5,000 Letterheads Hammermill Bond

\$19.75

Printed by craftsmen who know how to print

THE INK-CRAFT PRESS, 204 E. 47th St., N.Y.

L. & C. HARDTMUTH'S
KOH-I-NOOR
PENCILS

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Bookkeeper and Stenographer Wanted
—Young lady, good education; prefer one who has had experience on monthly trade paper. Address Box 573, care of Printers' Ink.

A LAYOUT MAN who wields a sketchy pencil can make an unusually attractive connection with us as Printing Salesman. Liberal Commission with Drawing Account. Barnes Press, 254 W. 26th St.

Wanted—Photo Retouchers on mechanical work. Steady position for only first-class men. Write, stating pay expected, and samples of work. Dowd, Wyllie & Olson, Inc., P. O. Box 649, Hartford, Conn.

OPPORTUNITY FOR PRINTER

Young man with practical experience who can cast copy and letter will be given "his chance" in an organization that knows and appreciates good printing and typography. Graduate I. T. U. Course preferred. Address, Box 584, care of Printers' Ink.

WANTED

Big Calibred Advertising Representative

Long-established and prosperous national publication of general interest is to establish a Chicago office to increase still further large volume of high-class advertising now coming in from West.

If you can sell advertising on a big scale, if you have entree to advertising managers and key men in Western agencies and are big enough to have great executives glad to have your ideas on advertising and selling—a real salary and secure future await you.

If you are a business energizer, sell us by letter.

Address Box 566, Printers' Ink.

Wanted—Sales Manager or Organization to distribute throughout the United States 200,000 of our new hardware specialty. For a real opportunity write Box 594, Printers' Ink.

AN ASSISTANT ADVERTISING MANAGER

Wanted for corporation located about 200 miles from New York. Manufacturing gas blow pipes and mechanical devices, must be thoroughly experienced in all branches of magazine, catalogue and circular work. Preferably with mechanical knowledge including understanding of blue prints.

Excellent opportunity for young man capable of handling all details in connection with progressive advertising and follow-up department.

Give full information regarding experience, age, salary, etc. Box 589, care of Printers' Ink.

Designer Wanted

We are considering the addition to our art department of a young man who is capable of originating sketches for outdoor advertising displays.

Applicant must be thoroughly familiar with the modern poster style of treatment. We want designs which will not only bring results to the advertiser, but also attract favorable comment to the outdoor medium.

This is an attractive opportunity for a permanent position desirable in every way. In replying please give all information regarding yourself which you think would be of interest or value to us.

WALKER & CO.,
1338 East Fort St.,
Detroit, Mich.

MISCELLANEOUS

oh yes! fred kann can work up unusual poster ads for you as well as the underwear and hosiery review. see him at 321 broadway, n. y. telephone worth 1696

24-SHEET, HAND-PAINTED POSTERS for billboard advertising, any quantity, plain or pictorial. Advertising agencies send for catalogue. GENESEE SIGN CO., UTICA, N. Y.

MULTICOLOR PRESS**FOR SALE**

Recent model. Bargain. Address Box 588, care of Printers' Ink.

Wanted—Manuscript for twelve Business Lectures containing approximately 30,000 words each, also manuscript for twelve Business Talks containing approximately 12,500 words each. Box 597, Printers' Ink, Chicago office.

Light White Catalogue Paper, basis 24x36, 25 pounds. 159 rolls, 55 inches; average weight per roll, 950 lbs.; diameter of roll, 30 inches. 57 rolls, 37 inches; average weight per roll, 600 lbs.; diameter, 30 inches. Box 585, P. I.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters

CONNOR, FENDLER & CO.
New York City

A Complete Elliott Addressing Outfit consisting of one addressing machine, one stencil-cutting machine (both motor driven), six stencil cabinets with trays for stencils. All in first-class condition. Inspection and offer invited. Geo. W. Harvey, 6 East 39th Street, care of Aldrich Publishing Company.

WANTED

- 1 Mail-o-meter.
- 1 Graphotype—motor driven.
- 1 Addressograph—motor driven.
- 1 Multi-color press with auto feed.

Addressograph cabinets.

Must be in good condition—will buy mail-o-meter only or entire lot listed.

Address Box 599, care of Printers' Ink.

INCORPORATION IN ARIZONA COMPLETED IN ONE DAY

Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. Stoddard Incorporating Co., 8-T Phoenix, Ariz.

PUBLISHERS—ATTENTION! We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

FOR SALE

ESTABLISHED advertising SERVICE to banks—dignified, congenial—suitable as addition to activities of a small agency or advertising specialist. \$3,500, large part of which will be returned on contracts in force. Box 583, P. I.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 9, 1921, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Designer and letterer, thorough knowledge of typographical arrangement of catalogs, booklets and advertising layouts, desires position with printer or agency. Box 582, Printers' Ink.

ADVERTISING ASSISTANT—Age 25, thoroughly experienced—production, system, correspondence, routine; creative merchandising ideas, house organ. Box 587, Printers' Ink.

Attention Editors—Experienced newspaperman desires to cover the Chicago territory for limited number of publications as special correspondent. Harry Miller, 2252 Haddon Ave., Chicago, Ill.

Free Lance Writer

desires to handle advertising of New York and Jersey concerns. Trade, industrial and technical advertising, a specialty. Box 579, care of Printers' Ink.

ART DIRECTOR—Versatile in illustrative ideas, layouts, roughouts, dummies, typographical arrangement; originator of unusual slants for many national accounts; trained in art and design; not a finished artist; New York agency man. Box 593, care of Printers' Ink.

If You Can't Afford to Pay Less Than \$100 a Week for a New York Agency Man

Write to this experienced executive, who is planning, directing and producing work for a diversified list of advertisers. Open for position as agency copy and plan man where possibilities for expansion are unlimited. Box 567, Printers' Ink.

Office Executive—Young man, fifteen years' accounting managerial experience, wants position with advertising or printing concern. Knowledge printing costs and estimating; also financial investing. Salary \$4500 per annum. Box 565, P. I.

SHORT EDITORIALS

Man, who for the past year has been writing short, inspirational articles for periodical with quarter million circulation each issue, desires new connection. Box 1274, City Hall Station, New York City.

Advertising Executive

Now employed as Advertising Manager in a Department Store doing \$3,000,000 would like to make a change.

Eight years' intensive advertising experience; American; married; age 33; can furnish highest-grade reference from present employers and others; available June 1. Address Box 586, Printers' Ink.

In the automobile industry since 1910—trade journal editorials, advertising, financing company publicity and service, booklets, letters, direct by mail literature. Connection with leading corporation now ended due to change in control. A year in the A. E. F. Age 30. Married. About \$5,000. Box 571, P. I.

Advertising Manager

wishes to make connection with progressive daily, weekly or monthly publication, where there is opportunity for expansion. 14 years' newspaper experience—now in charge of advertising department. A real producer; can show remarkable record in New York metropolitan field. Age 34. Box 590, P. I.

Practical Business Builder

an experienced organizer, open for engagement; American; unmarried; age 42; constructive, productive business-getter, accustomed directing advertising in all it implies—sales; negotiations, etc.; resourceful executive; domestic and foreign experience. Box 574, care Printers' Ink.

ADVERTISING MANAGER

At present I am advertising manager of a company doing an annual business of several million dollars, preparing all direct-by-mail and trade paper work. A radical change in sales policy prompts the desire to form a new connection where there are greater possibilities for growth and advancement.

I know art, printing, engraving and how to conduct an advertising department. My chief asset, however, I believe, is the ability to present a technical subject in an interesting way.

I am single, 27; an M. A. from leading university. Am more interested in the kind of firm for which I work than the immediate salary. Location in or near New York preferred. Box 580, Printers' Ink.

Salesman or assistant sales manager for Cleveland or vicinity. Several years' experience as assistant to sales manager in prominent concerns handling sales promotion work, service work, etc. I have never sold goods on the road, but record shows have every indication of good salesman or sales executive. Art Shanks, 1212 Melbourne Rd., Cleveland.

Executive

Asso. Mem. A. S. C. E.

Experienced in production—sales promotion organization. Technical education.

Prefer connection with industrial of moderate size where future is assured. Location close to New York.

Box 598, care of Printers' Ink.

HE'S NO GENIUS

Merely an earnest chap who loves to probe deep for the something that's different about a commodity, a service or a house, and then write of the difference in a different way. Eight years of successful work with three newspapers, an advertiser and an agency. 29. Married. \$3,600. Box 581, care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

Food Advertising

My Specialty

Young woman with nationally known name as Domestic Science Editor and Director, and catalog copy writer for large food distributing house—desires position with firm that can use her six years' experience in this capacity. Can prove ability to increase sale of foods. College education and three years' course in foods. Scientific testing of foods, compilation of recipes and booklets a specialty. Familiar with advertising, layouts, art, printing and engraving. Box 569, care of Printers' Ink.

Advertising and Editorial Representatives Wanted

Benn Brothers, Limited, the largest trade and technical publishers in Europe, are willing to appoint additional correspondents and business agents in industrial cities in the United States. Mr. Ernest J. P. Benn, Managing Director, is visiting the Eastern States during May and will be glad to interview applicants well acquainted with the trade-paper business. Address Benn, care Printers' Ink.

Wanted—Experienced newspaper reporter wants position either on news or advertising end of good concern. Familiar with advertising and proof-reading. C. R. Sayre, Hampton, Va.

Artist, Layout Man, commercial experience, wants position with agency or service dept. Salary secondary to real future. Box 591, P. I., or Phone Midwood 961.

SALES AND ADVERTISING

Sixteen years' seasoned executive in mechanical field. Technical paper, house organ, catalog; copy and layout; strong sales letters; practical printing buyer. Box 572, Printers' Ink.

TECHNICAL

ADVERTISING MANAGER

desires position with agency or manufacturer. Engineer with ten years' technical, editorial, advertising and agency experience. State salary. Box 570, P. I.

ADVERTISING SALESMAN of executive calibre; constructive worker; successful in big general magazine, class and trade journal fields; wide acquaintance New York and Eastern territory; knows Western territory; seeks opening with established publisher. Box 575, P. I.

WANTED—Assistant Sales Manager and experienced sales correspondent by a large fire brick manufacturer. Must have experience in selling fire brick by mail, in person, and capable of directing salesmen. Excellent opportunity. Give age, reference, past experience and salary expected. Box 592, P. I.

SALES MANAGER

Employed at present, desires change for good reasons.

Has traveled long way on road himself and knows selling from the salesman's standpoint.

Fourteen years' successful sales and merchandising experience; knowledge of how to secure best results from men; thorough training in various sales activities. Good personality; thirty-three years old. Box 596, care Printers' Ink.

I don't particularly care who makes a thing—

if I can tell the people about it. People want to know. It takes one man to make a thing and an entirely different kind of man to tell the people about that thing. I want a congenial, permanent connection with a wide-awake young advertising agency where my long and successful record as a manufacturer, a publisher, an art manager and copy writer will be given full scope and where I can use my creative ability in developing more business. An agreeable environment—a modest salary—and an opportunity later to invest in the business—these are the requisites desired.

Address Box 578, care Printers' Ink.

Advertising Manager

Advertising executive now ready to work with healthy enthusiasm for a growing organization that means to fight for business.

Broad experience in: magazine, newspaper, street car and trade journal advertising; window displays and merchandising plans; preparation of booklets and folders; house organs for salesmen and retailers; sales promotion and direct mail advertising to retailers.

Previous experience as salesman and retailer. College graduate, Age 33. Married. Eight years with present employer. Best reasons for desiring change. For more facts address Box 595, P. I.

A MAN—with an energetic mind and body; an abundance of initiative and conscientious ability; an elastic, yet practical, imagination; a retentive memory; six years' business and sales experience with some of the largest publishers in the country; an earnest desire to enter and make a success of the advertising business—will place himself at the disposal of any reliable organization for a reasonable wage and an opportunity to develop according to ability. Age twenty-eight. Employed, but at liberty June first. References. Address Box 576, care of Printers' Ink.

To

ADVERTISING and SALES EXECUTIVES

I am a young lady with five years' valuable experience as Advertising Manager of a large chain store organization. I want a bigger opportunity. I have an intimate knowledge of the dealer viewpoint. I can take entire charge of the production of dealer helps and sales campaigns. I have edited a large and successful corporation house organ. Box 577, care Printers' Ink.

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CO-OPERATION WITH THE ADVERTISING AGENCY

The advertising agency of today is the direct result of the need for expert ability by business houses who require intensive co-operative efforts to create and maintain sales.

In every sales plan there is a need for Outdoor Advertising, and the modern agency is in a position to advise you as to its use.

Our function is to co-operate with both agency and advertiser, that prompt and efficient service be rendered assuring maximum advertising value.

Thos. Cusack Co.

Chicago

New York

BEST FICTION
WANT NEWSPAPER

DAILY NEWS

FINAL
EDITION

Vol. 6, No. 107

34 Pages

New York, Thursday, April 21, 1921. Daily News Number 2 Centa U.S.A.

BOMB PLOT MYSTERY UNFOLDS

Page



The book of news the
DAILY NEWS is obliged to
omit 2 columns of paid ad-
vertising today.

April 20, 1921.

The day is not far off when it will be very difficult to accommodate *new* advertisers in the DAILY NEWS . . . The "Sold Out" sign appeared April 1-4-6-8-13-14-15-18-19—a total of 46 columns omitted this month because of lack of space. . . . This tabloid paper is limited, inflexible. In a 20-page DAILY NEWS of 100 columns, only 35 columns, or 7000 agate lines, can carry advertising. The paper can be expanded to an ultimate size of 32 pages, but similar proportions of advertising will prevail in that event. . . . No other newspaper has proportionately so *little* advertising; nor proportionately so *much* reader interest and responsiveness. Hence the limitations, which must stand. We might make the DAILY NEWS an advertising *circular*—and kill a *medium*. . . . When the amount of advertising offered continually exceeds our capacities, our preference (i. e. *insertion*) must go to our regular contract advertisers. . . . It is still possible to get a contract, but it will not be possible *always*. . . . We suggest that you act at once. . . . With more than 400,000 circulation concentrated in Greater New York, this unique tabloid pictorial Daily now interests *most* advertisers. For all particulars apply to the

ADVERTISING OFFICES
512 Fifth Avenue, New York
Tribune Bldg., Chicago

